International Olympic Committee

# OLYMPIC BRAND GUIDELINES

September 2022

These guidelines are intended to help bring the Olympic brand to life – a visual identity inspired by our heritage and driven by our vision of building a better world through sport. The system balances consistency and flexibility to maximise impact through every application. Just like in sport, there are lines to stay within, but those margins aren’t meant to stop the exceptional; they simply frame it. Let's move the world.

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# 1 INTRODUCTION

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# THE OLYMPIC BRAND

Our vision is to build a better world through sport. To inspire, by being the best that we can be. The best of what we can achieve. Together.

The roots of our brand date back nearly 3,000 years to the ancient Olympic Games. Traditions and values developed over millennia – promoting peace, friendship and respect through sport.

Since then, the Olympics have left an imprint on cities, measured greatness and inspired hope. Sport has the power to bring people together. To break down barriers, drive progress and move the world forward. Solidarity, equality, achievement and peace. These ideals can be traced all the way back to the ancient Games and the philosophy of Olympism.

Along with the Olympic rings, our values form the foundation of our identity – welcoming the world through all that we do. We hold our torch high and aspire to be our best.

→ More on Olympism

# BRAND FRAMEWORK

A framework designed to bring purpose to every expression of the Olympic brand.

Purpose

## Inspire human potential every day

Since ancient times, the Olympic Games have measured human potential — inspiring the best of us. Unlocking potential isn't just for elite athletes chasing world records. Potential is inside everyone looking to get better — to be better — every single day.

Vision

## Build a better world through sport

What can sport accomplish in a complex and ever-evolving world? A lot. Sport shows us we're all chasing the same dreams — that anyone, from anywhere, can aspire to compete at the highest level. Sport can help people find their confidence, their spirit, their creativity.

Sport can build friendships and bridge nations. Athletes are competitors, but respect each other in victory and defeat. Sport is a way in — a universal language accepted everywhere. It shows us we're not that different after all.

→ More on Vision and Missions

Positioning

## Unite the world on and off the field of play

The Olympic Games are about bringing people together. Nations and generations of diverse backgrounds and beliefs. A celebration of what we share and the power of our differences. Faster. Higher. Stronger. Together.

Values

## Excellence, respect and friendship

Our values help bring out the best in us. We strive for excellence and encourage people to do the best they can. We promote respect in many different ways, respect for yourself, for the rules, for your opponents, for the environment and for the public. We celebrate friendship, which is the hallmark of the Olympic Games. There is more that unites than divides us.

# BRAND CHARACTERISTICS

The qualities of the Olympic brand have been shaped over decades, even centuries. These characteristics inform every element and expression of our brand and can be dialled up or down to reflect different needs.

**Hopeful**
Inspiring optimism about the future. Promoting peace through sport. Ambition. Aspiration. Promise and potential.

**Universal**
Shared by all people, everywhere. Everlasting. Timeless. Essential. Enduring.

**Inclusive**
United in diversity. United in solidarity. Bringing the world together. Uniting people through empathy and celebrating differences and individuality.

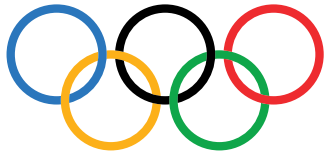
**Vibrant**
Full of energy and enthusiasm. Dynamic, inspiring, active and exciting. Igniting passion in us all.

**Progressive**
Innovative and sustainable ideas, methods and milestones that help move the world forward. Positive social impact for a better world. Pushing the limits. Inspiring potential.

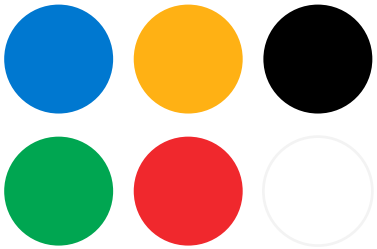
# SYSTEM ELEMENTS

The system elements were inspired by the brand framework and brand characteristics. They are designed to enhance consistency while allowing flexibility across various mediums. System elements may be combined in various ways to create distinct expressions, from simple and elegant to bold and energetic. The spacious and structured approach to composition helps each application feel more open, inviting and inspiring — reflecting our brand personality and connecting all that we do.

Olympic symbol



Colour



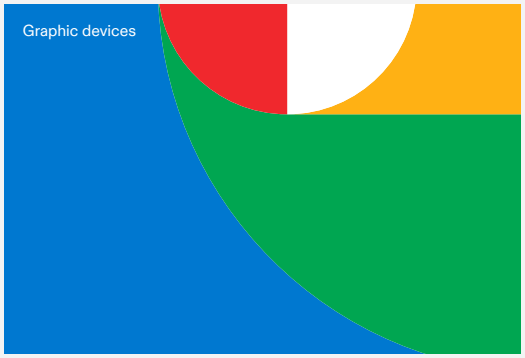
Logo system

International Olympic Committee

Typography

ABCDEFGHI

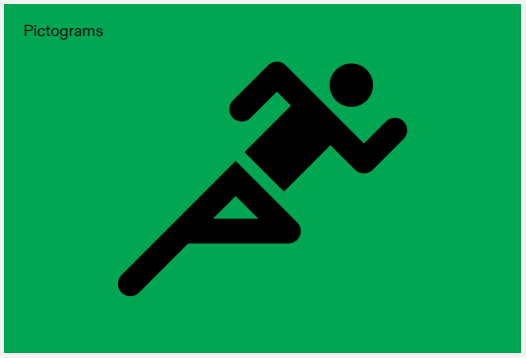
Graphic devices



Photography

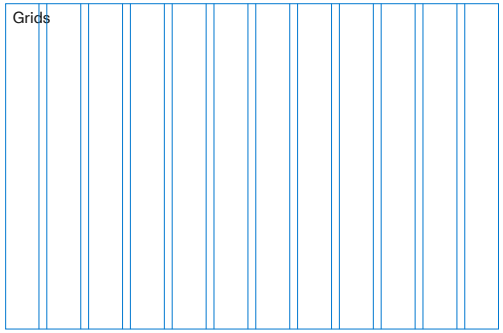
Illustrations

Pictograms



Infographics

Grids



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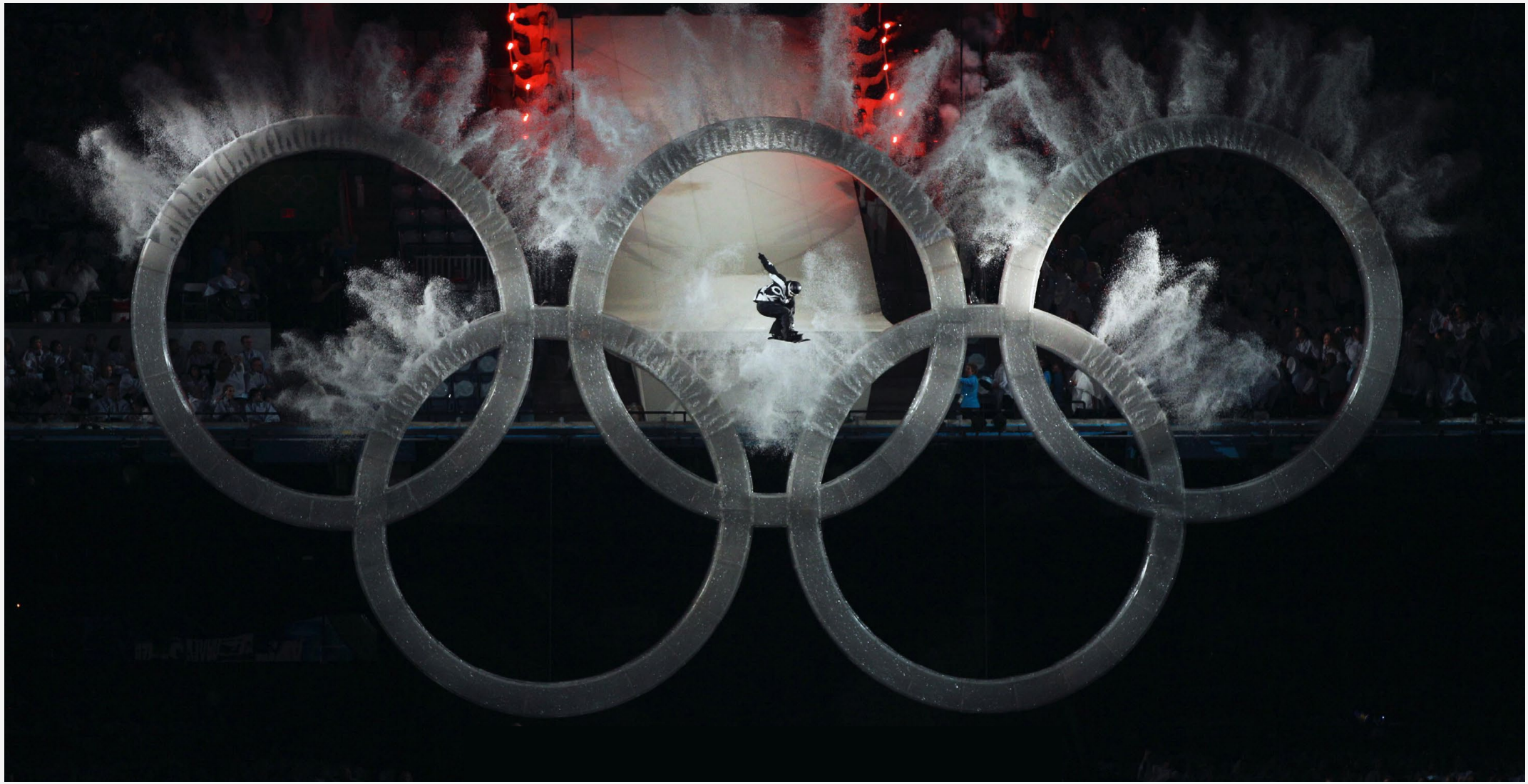
# OLYMPIC SYMBOL

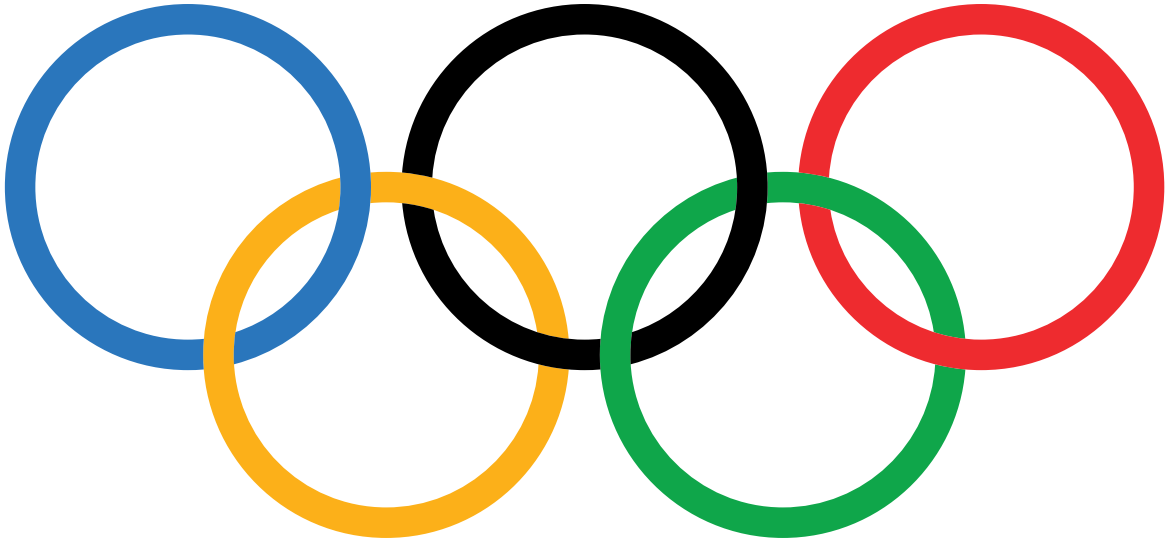
The Olympic rings represent the world coming together. Five connected rings, five continents connected in competition and celebration — Africa, the Americas, Asia, Australia and Europe.

They were designed by the founder of the modern Games, Pierre de Coubertin, and debuted at the Olympic Games Antwerp 1920.



# OLYMPIC SYMBOL FULL COLOUR

The full-colour Olympic rings — blue, yellow, black, green and red on a white background; colours combining to represent the flags of all nations when the rings were created in 1913. This is the preferred version of the Olympic rings.

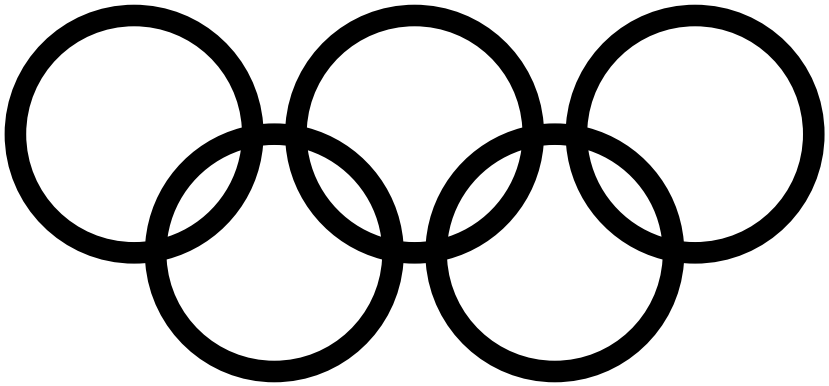


# OLYMPIC SYMBOL MONOCHROME

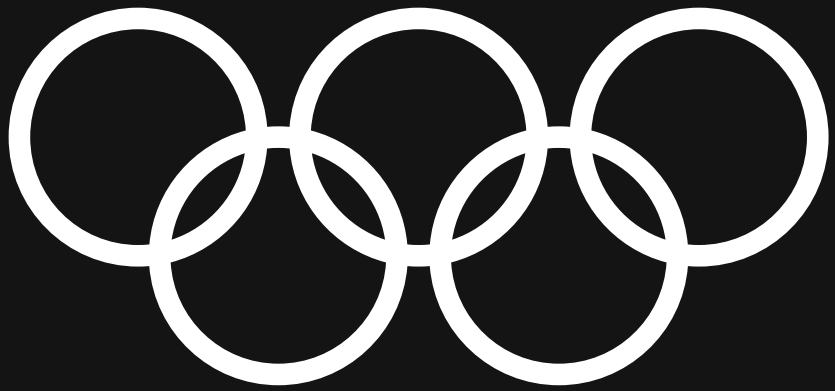
The black and white rings may be applied to any solid coloured background as long as visual integrity is maintained.

For more information on other monochrome versions of the Olympic rings, please refer to the Olympic Symbol Guidelines.

Black



White

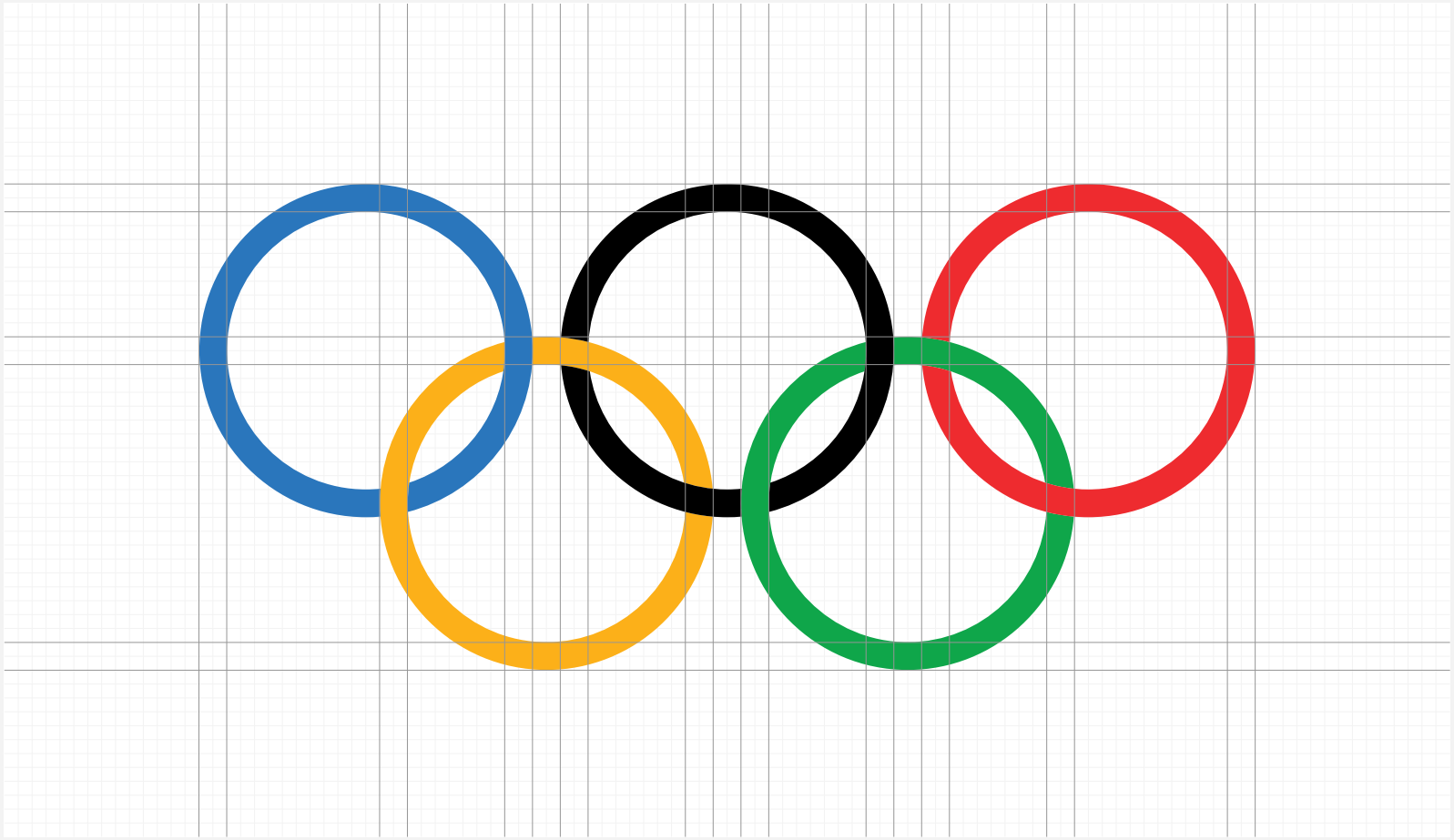


# CONSTRUCTION, ISOLATION AREA AND MINIMUM SIZE

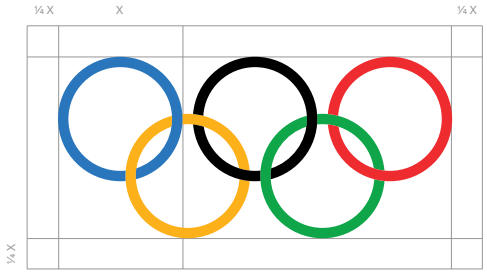
Constructed on a strict geometric grid, one ring is equal to 12 times the thickness of a ring. The space between two rings is equal to the thickness of one ring. Always use the artwork provided and do not alter in any manner.

**Isolation area**
The isolation area corresponds to 1/4 the diameter of a ring. No other typography, text, graphic and/or photographic element may overlap the Olympic rings.

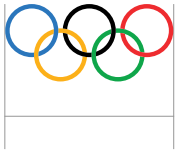
**Minimum size**
The Olympic rings should appear no smaller than 8 millimetres or 30 pixels wide. In special cases, provided that the legibility and integrity of the Olympic rings are retained, the rule on minimum size might not be applied, with the prior consent of the IOC.



Isolation area

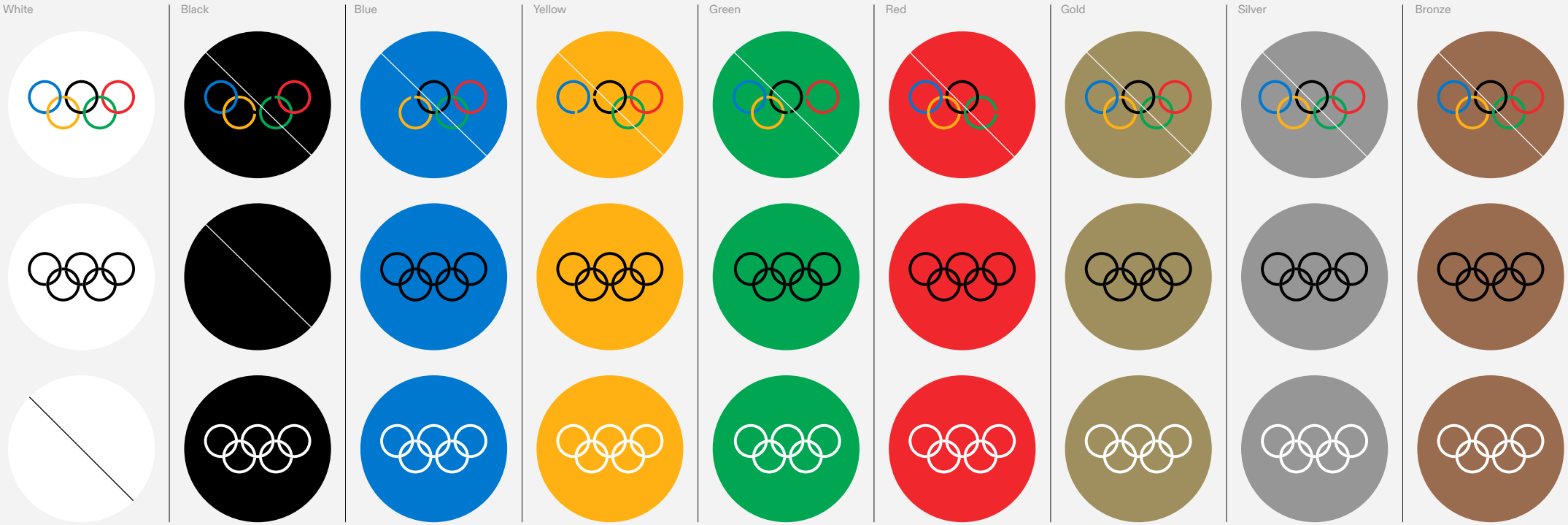



Minimum size



# BACKGROUNDS

Full-colour rings may be applied to white backgrounds only. Black or white rings may be applied to any solid coloured background as long as visual integrity and legibility are maintained.

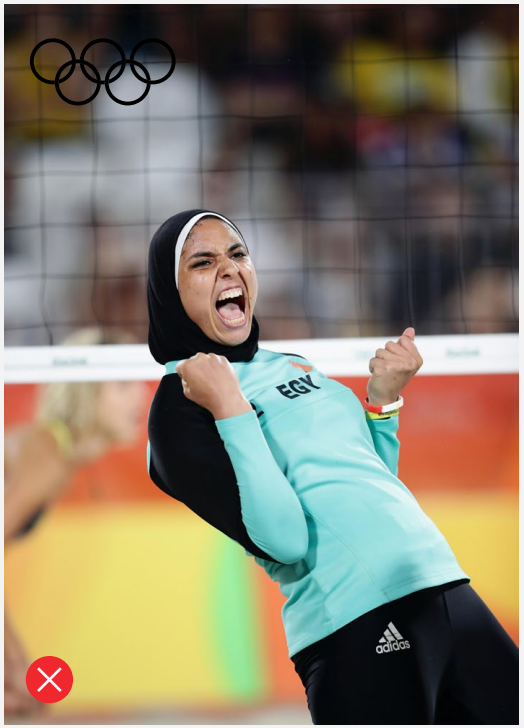


# OLYMPIC SYMBOL ON PHOTOGRAPHS

When placing the rings on a photograph, ensure legibility is maintained. Do not modify any colours within the rings to create contrast.

**Applying on light backgrounds**
The full-colour rings may be applied on light backgrounds in photographs as long as legibility is not impacted. As a general rule, a light background in a photograph should not include a tint of black that is darker than 5%.

For more information on applying the Olympic rings on light backgrounds, please refer to the Olympic Symbol Guidelines.



# GUIDANCE

The Olympic rings should never be altered in any manner, including modifying the official colours, or the order of the colours. Always use supplied artwork (never recreate the rings).

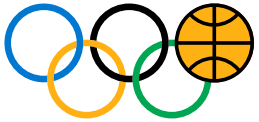
Do not apply unauthorised one-colour versions.

Do not add drop shadow.

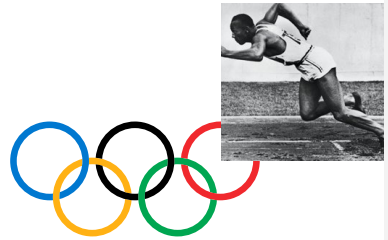
Do not modify any colours.

Do not rotate.

Do not recreate with objects, shapes, people or products.



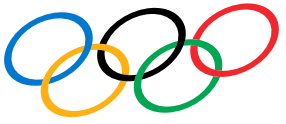
Do not place any elements over the top of the rings.



Do not fill with imagery.

Do not add gradients.

Do not distort.



# 3

# COLOUR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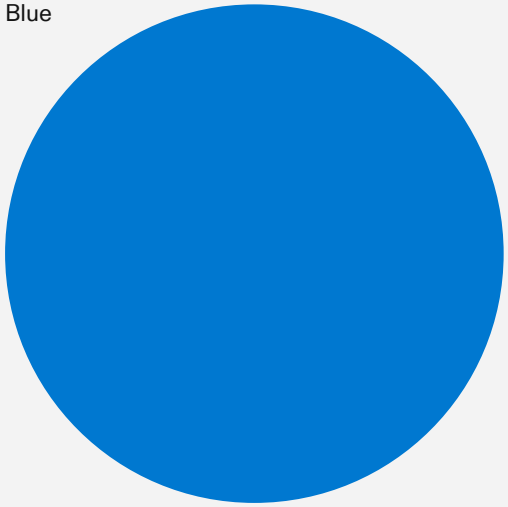
# OLYMPIC COLOUR

Our primary brand colours are blue, yellow, black, green, red and white. They form the foundation of everything Olympic. These colours are used to provide accessibility, simplicity and consistency throughout all brand communications.

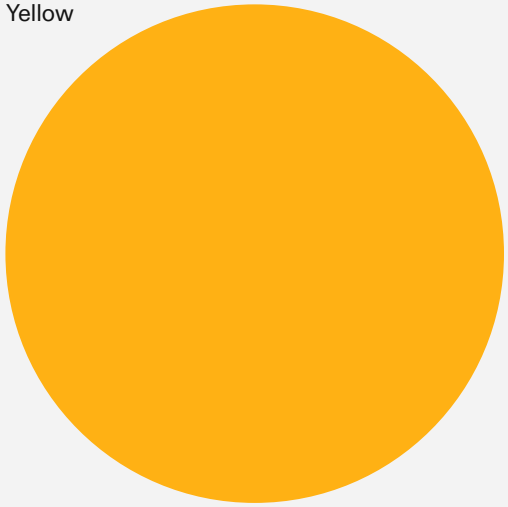
## Blue



Pantone 3005 C
HEX #0078D0
RGB 0, 120, 208
CMYK 100, 40, 0, 0

Textile Cotton 18-4440 TCX
Madeira 1297
RAL 5015

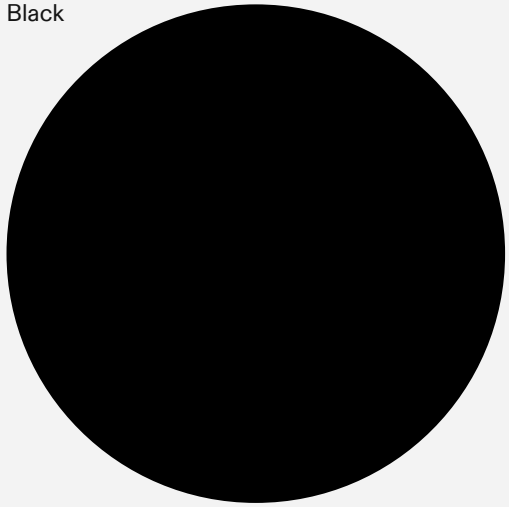
## Yellow



Pantone 137 C
HEX #FFB114
RGB 255, 177, 20
CMYK 0, 35, 100, 0

Textile Cotton 14-1064 TCX
Madeira 1137
RAL 1028

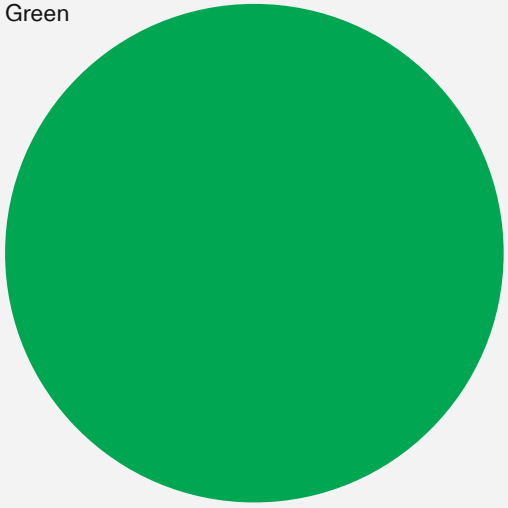
## Black



Pantone 426 C
HEX #000000
RGB 0, 0, 0
CMYK 0, 0, 0, 100

Textile Cotton 19-4205 TCX
Madeira 1007
RAL 9005

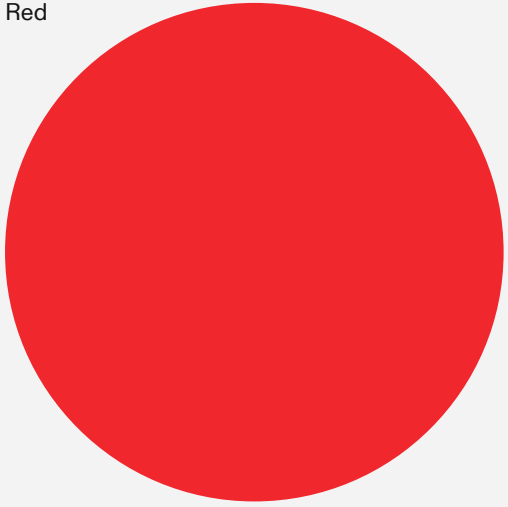
## Green



Pantone 355 C
HEX #00A651
RGB 0, 166, 81
CMYK 100, 0, 100, 0

Textile Cotton 17-6153 TCX
Madeira 1051
RAL 6037

## Red



Pantone 192 C
HEX #F0282D
RGB 240, 40, 45
CMYK 0, 95, 90, 0

Textile Cotton 18-1763 TCX
Madeira 1147
RAL 3020

## White

Pantone White
HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0

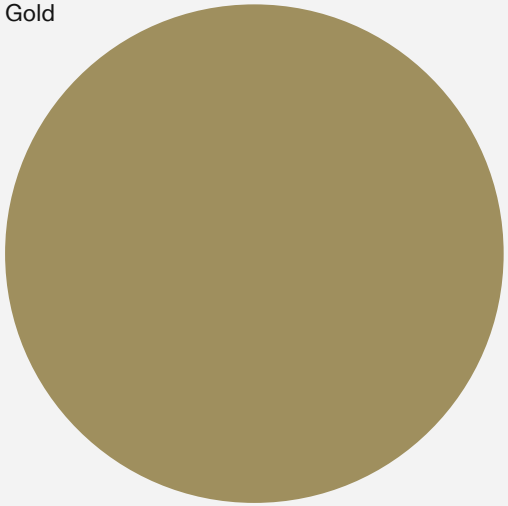
Textile Cotton 11-0601 TCX
Madeira 1001
RAL 9016

# MEDAL COLOUR

The medal colours provide a beautiful, more neutral complement to the vibrant Olympic colours. They work especially well for special communications around achievement, heritage and legacy. When printed, metallic ink is preferred where possible to produce the most authentic visual expression of these tones.

These colours are contemporary and distinguished, and play an important part in Olympic history. Olympic medals were awarded to winners when the modern Games began at Athens 1896, with the iconic gold, silver and bronze introduced at St Louis 1904.

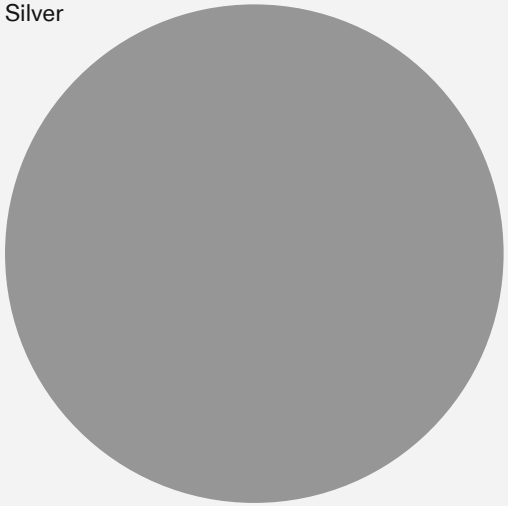
## Gold



Pantone 871 C
HEX #9F8F5E
RGB 159, 143, 94
CMYK 37, 37, 72, 7

Textile Paper 17-1036 TPX
Textile Cotton 17-1028 TCX
Madeira 424
RAL 8000

## Silver



Pantone 877 C
HEX #969696
RGB 150, 150, 150
CMYK 0, 0, 0, 50

Textile Paper 14-5002 TPX
Textile Cotton 17-5102 TCX
Madeira 442
RAL 7045

## Bronze

Pantone 8023 C
HEX #996B4F
RGB 153, 107, 79
CMYK 34, 56, 71, 16

Textile Paper 17-1340 TPX
Textile Cotton 17-1147 TCX
Madeira 428
RAL 8023

# EXTENDED COLOUR

The extended colours are designed only for digital interfaces, infographics, illustrations and product designs where tone-on-tone pairings improve the communication or user experience; for example, on hover states or disabled buttons.

These colours may be used in support of Olympic colours only, and should not be used prominently in application. This helps maintain the meaning and impact of the Olympic palette.

Outside of illustrations, extended colours may be applied only with similar tones. For example, on an infographic, the extended blues may be used in support of Olympic blue.

*Olympic colour

HEX #00287F
RGB 0, 40, 127
CMYK 100, 90, 5, 30

HEX #0049AA
RGB 0, 73, 170
CMYK 100, 80, 0, 0

*

HEX #0078D0
RGB 0, 120, 208
CMYK 100, 40, 0, 0

HEX #00B4EB
RGB 0, 180, 235
CMYK 70, 10, 2, 0

HEX #5ED6FF
RGB 94, 214, 255
CMYK 53, 0, 2, 0



HEX #ABEBFF
RGB 171, 235, 255
CMYK 25, 0, 3, 0

HEX #E67324
RGB 230, 115, 36
CMYK 5, 70, 100, 0

HEX #FA841E
RGB 250, 132, 30
CMYK 0, 58, 100, 0

*

HEX #FFB114
RGB 255, 177, 20
CMYK 0, 35, 100, 0



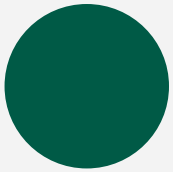
HEX #FFCE19
RGB 255, 206, 25
CMYK 0, 18, 100, 0



HEX #FFE045
RGB 255, 224, 69
CMYK 0, 10, 83, 0



HEX #FFF08C
RGB 255, 240, 140
CMYK 0, 0, 53, 0



HEX #005A46
RGB 0, 90, 70
CMYK 100, 45, 85, 30

HEX #00804D
RGB 0, 128, 77
CMYK 100, 20, 95, 16

*

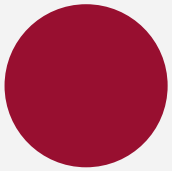
HEX #00A651
RGB 0, 166, 81
CMYK 100, 0, 100, 0

HEX #00CB50
RGB 0, 203, 80
CMYK 75, 0, 82, 0

HEX #6BDB83
RGB 107, 219, 131
CMYK 52, 0, 60, 0



HEX #AAE8B8
RGB 170, 232, 184
CMYK 27, 0, 32, 0



HEX #980F30
RGB 152, 15, 48
CMYK 27, 100, 80, 24

HEX #BF192B
RGB 191, 25, 43
CMYK 14, 100, 93, 10

*

HEX #F0282D
RGB 240, 40, 45
CMYK 0, 95, 90, 0

HEX #FF555F
RGB 255, 85, 95
CMYK 0, 78, 53, 0

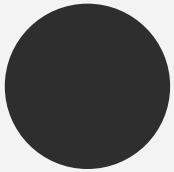
HEX #FF9196
RGB 255, 145, 150
CMYK 0, 50, 27, 0



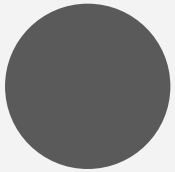
HEX #FFC7C9
RGB 255, 199, 201
CMYK 0, 25, 10, 0

*

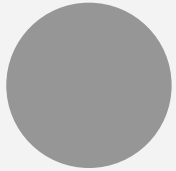
HEX #000000
RGB 0, 0, 0
CMYK 0, 0, 0, 100



HEX #2E2E2E
RGB 46, 46, 46
CMYK 0, 0, 0, 94



HEX #5A5A5A
RGB 90, 90, 90
CMYK 0, 0, 0, 80



HEX #969696
RGB 150, 150, 150
CMYK 0, 0, 0, 50

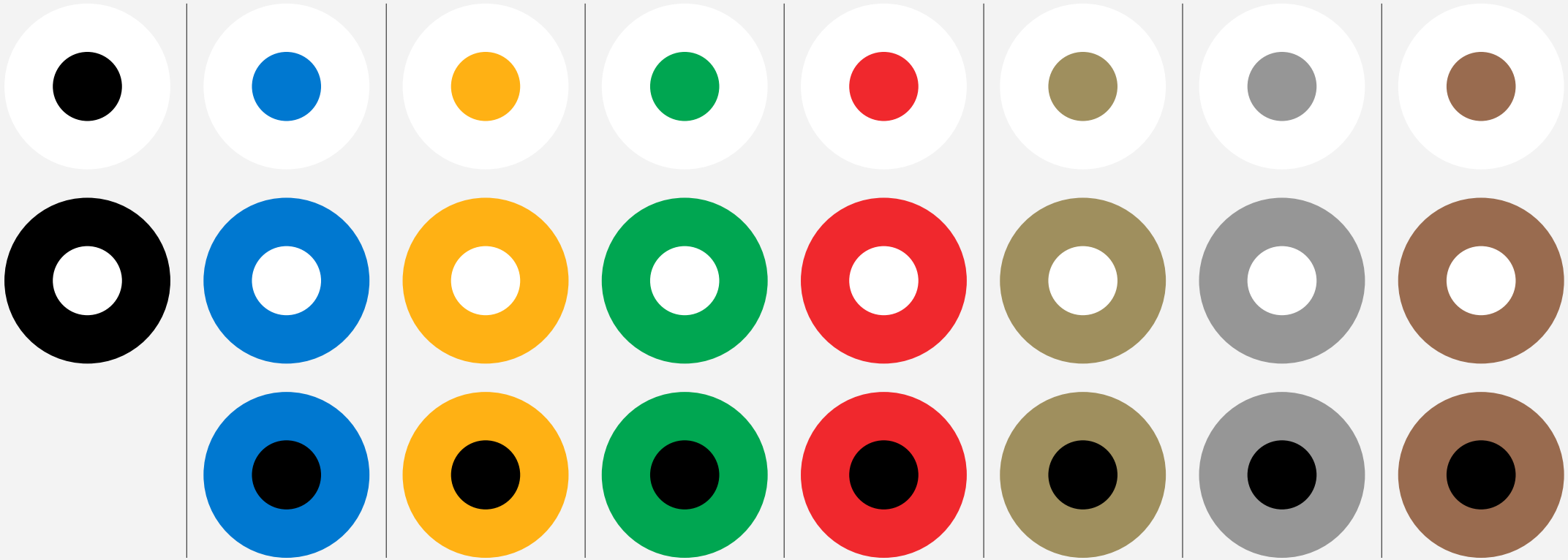
HEX #B4B4B4
RGB 180, 180, 180
CMYK 0, 0, 0, 35



HEX #E5E5E5
RGB 229, 229, 229
CMYK 0, 0, 0, 10

# COMBINING COLOUR

These pairings provide a general guide for combining colours across all Olympic brand elements. Any colour may appear on white. Olympic colours and medal colours may be combined with white or black only. For example, white or black text may appear on an Olympic green background.



# GUIDANCE

**Solid colour**
Use colour boldly in application to create space and impact, with big hits of white and big hits of colour. Select colours that align with the tone or theme of the communication. For example, white feels more elegant and red more energetic. When in doubt, use white — a key Olympic colour and a neutral backdrop for content.

When designing a series of applications that appear together, a solid Olympic colour or medal colour may be used across each application. The series collectively creates an Olympic look. Avoid a series that features only part of the Olympic colour palette, for example Olympic blue and red exclusively.

For digital interfaces, apply colour consistently, distinctively and intentionally, to accent specific elements such as buttons, text highlights or media tags.

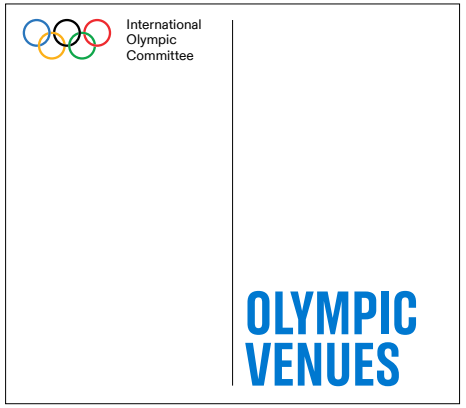
Use colour to indicate interactivity with hover and focus states.

Avoid gradients or effects in most circumstances. Olympic colours are most powerful when pure. In digital, use black or white gradients only when overlayed on images.

**Combining colour**
Olympic colours and medal colours may be combined with white or black only. For example, white or black text may appear on an Olympic green background.

Use Olympic colours to flood a design.

Only headline text may appear in a colour.




Use medal colours to flood a design.

Do not flood a design with an extended colour.




Do not apply colour headline text to a non-white background.

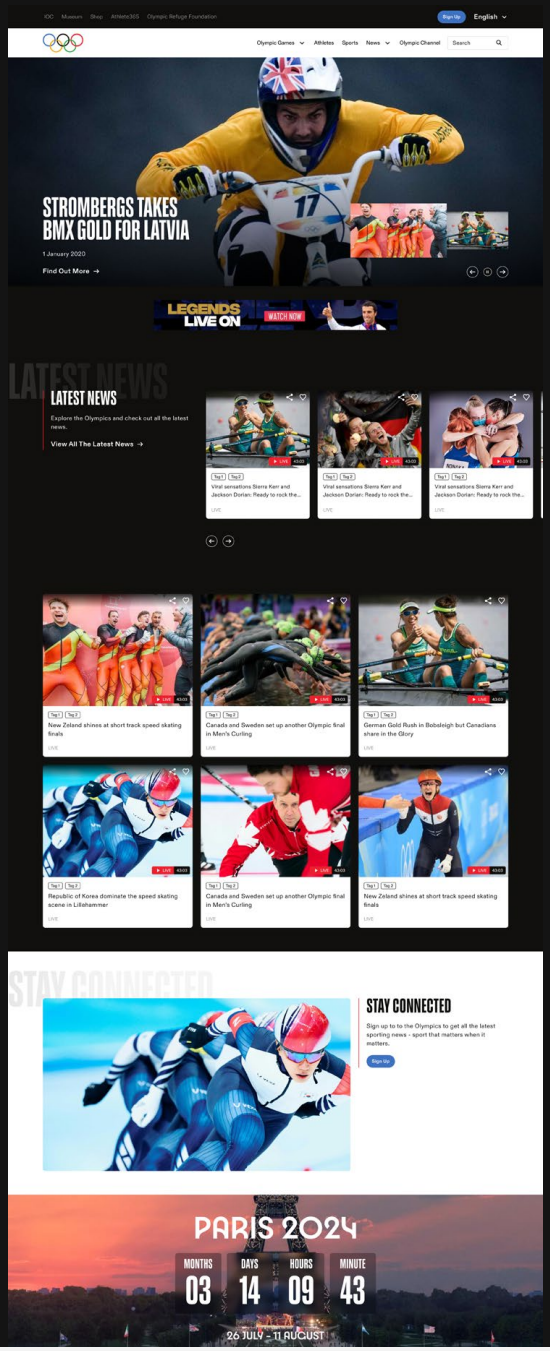
Do not combine colours in unauthorised ways.

# GUIDANCE

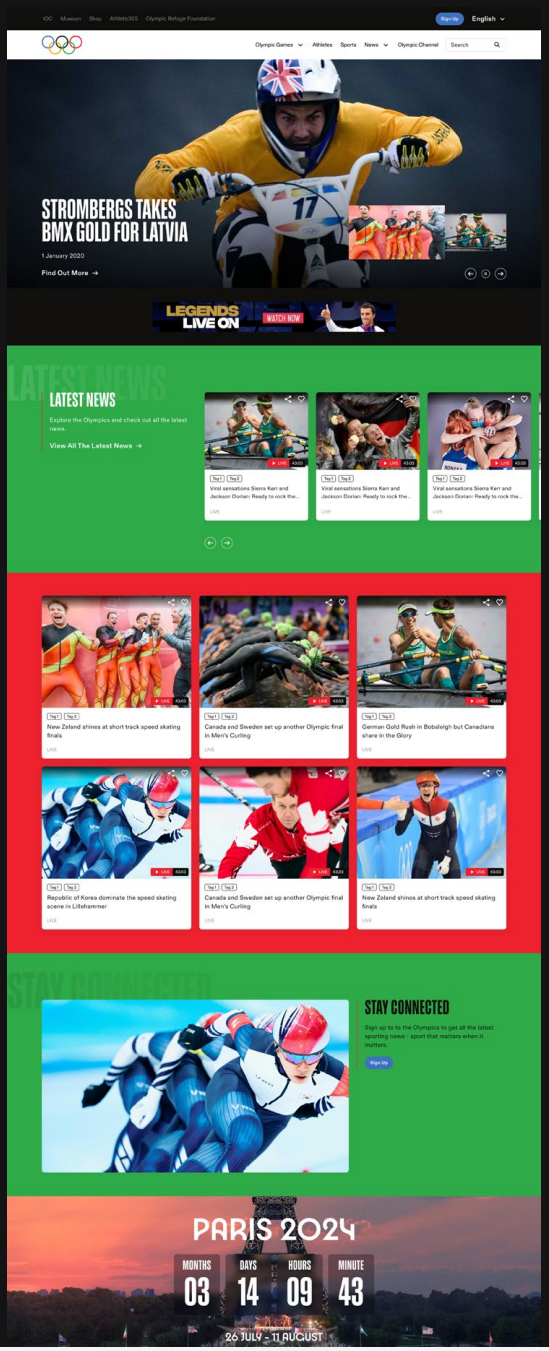
Colours should be separated by generous areas of white or black in most instances. Do not use bright Olympic colours side by side. In layout, colour should be used to create hierarchy and space.

For digital interfaces, favour black and white backgrounds as other Olympic colours are hard to consistently combine with the colours used for accent elements such as buttons, tags, and page furniture. Black backgrounds or dark mode is also more sustainable as it decreases energy consumption.

Colour should be separated by generous areas of white or black in most layouts.




Do not use bright Olympic colours side by side.



# 4

# LOGO SYSTEM


26 Tier 1 lockups
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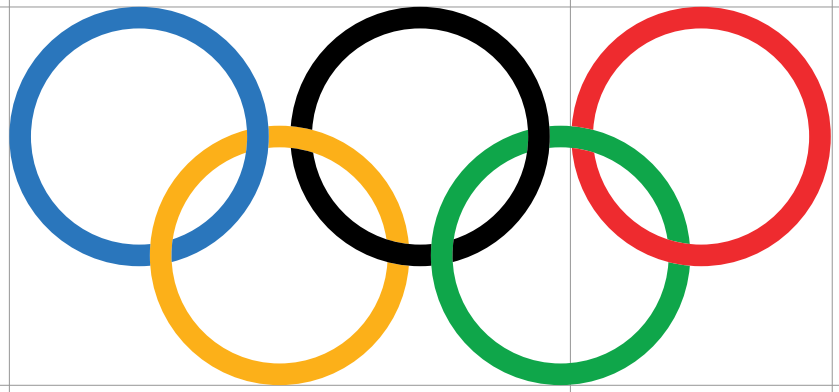
# LOGO SYSTEM

The logo system is a consistent way to arrange logos that unites IOC entities, programmes, products and events. It creates a coherent visual rhythm to lock up designations with the Olympic rings — enhancing consistency, functionality and flexibility.

The system can be adapted for various orientations and applications, from large-scale to small screens. There are two logo system categories: Tier 1 for entities and Tier 2 for activities.



International Olympic Committee

# TIER 1 LOCKUPS

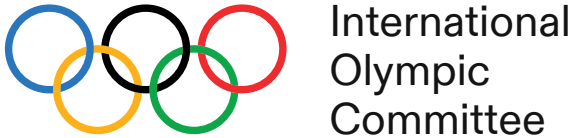
Tier 1 lockups are for the International Olympic Committee and related entities such as IOC Television & Marketing Services SA and Olympic Broadcasting Services SL. They are typeset in Olympic Sans.

**Primary lockup**
This is the preferred version and should be used in most cases. The minimum size of the primary lockup is defined by the width of the rings: 8mm for print or 50px for digital.

**Secondary lockup**
This lockup should be used in small sizes or when larger text is appropriate in layout.
The minimum size of the secondary lockup is defined by the width of the rings: 8mm for print or 30px for digital.

A vertical lock-up is available for special cases only.

Primary lockup



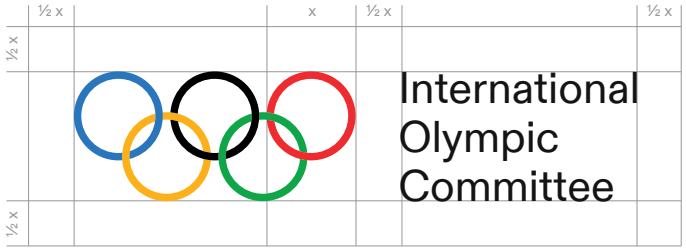

Secondary lockup

# TIER 1 CONSTRUCTION AND ISOLATION AREA

To maintain legibility, ensure that no elements crowd the surrounding space and that they do not sit uncomfortably close to the edge of a surface.

The isolation area that surrounds Tier 1 lockups corresponds to half the height of one ring.

Primary lockup



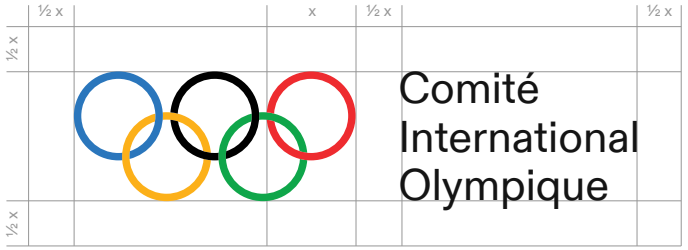

Secondary lockup

# TIER 1 CONSTRUCTION AND ISOLATION AREA (FRENCH)

To maintain legibility, ensure that no elements crowd the surrounding space and that they do not sit uncomfortably close to the edge of a surface.

The isolation area that surrounds Tier 1 lockups correspond to half the height of one ring.

Primary lockup



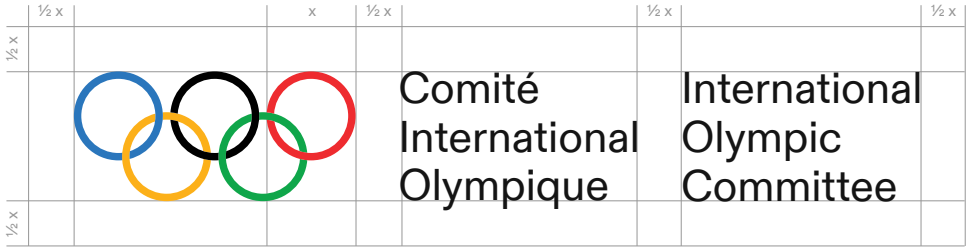

Secondary lockup

# TIER 1
# CONSTRUCTION AND ISOLATION AREA (BILINGUAL)

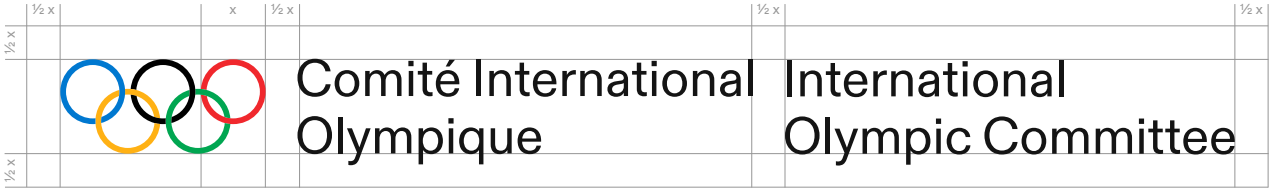
Bilingual lockups speak to a wider audience and offer a more sustainable option when creating printed materials. Bilingual lockups are available available in French first and English first arrangements.

To maintain legibility, ensure that no elements crowd the surrounding space and that they do not sit uncomfortably close to the edge of a surface.

Primary lockup




Secondary lockup



# TIER 1 ENTITIES PRIMARY LOCKUPS

For ITMS, OBS and OCS, the full entity designation should always be displayed on any document or communication piece in addition to the logo: IOC Television & Marketing Services SA, Olympic Broadcasting Services SL and Olympic Channel Services SL.

IOC Television
& Marketing
Services

Olympic Foundation
for Culture
and Heritage

Olympic
Broadcasting
Services

Fondation Olympique
pour la Culture
et le Patrimoine

Olympic
Channel
Services

# TIER 1 ENTITIES SECONDARY LOCKUPS

For ITMS, OBS and OCS, the full entity designation should always be displayed on any document or communication piece in addition to the logo: IOC Television & Marketing Services SA, Olympic Broadcasting Services SL and Olympic Channel Services SL.

IOC Television
& Marketing Services

Olympic Foundation
for Culture and Heritage

Olympic Broadcasting
Services

Fondation Olympique
pour la Culture et le Patrimoine

Olympic Channel
Services

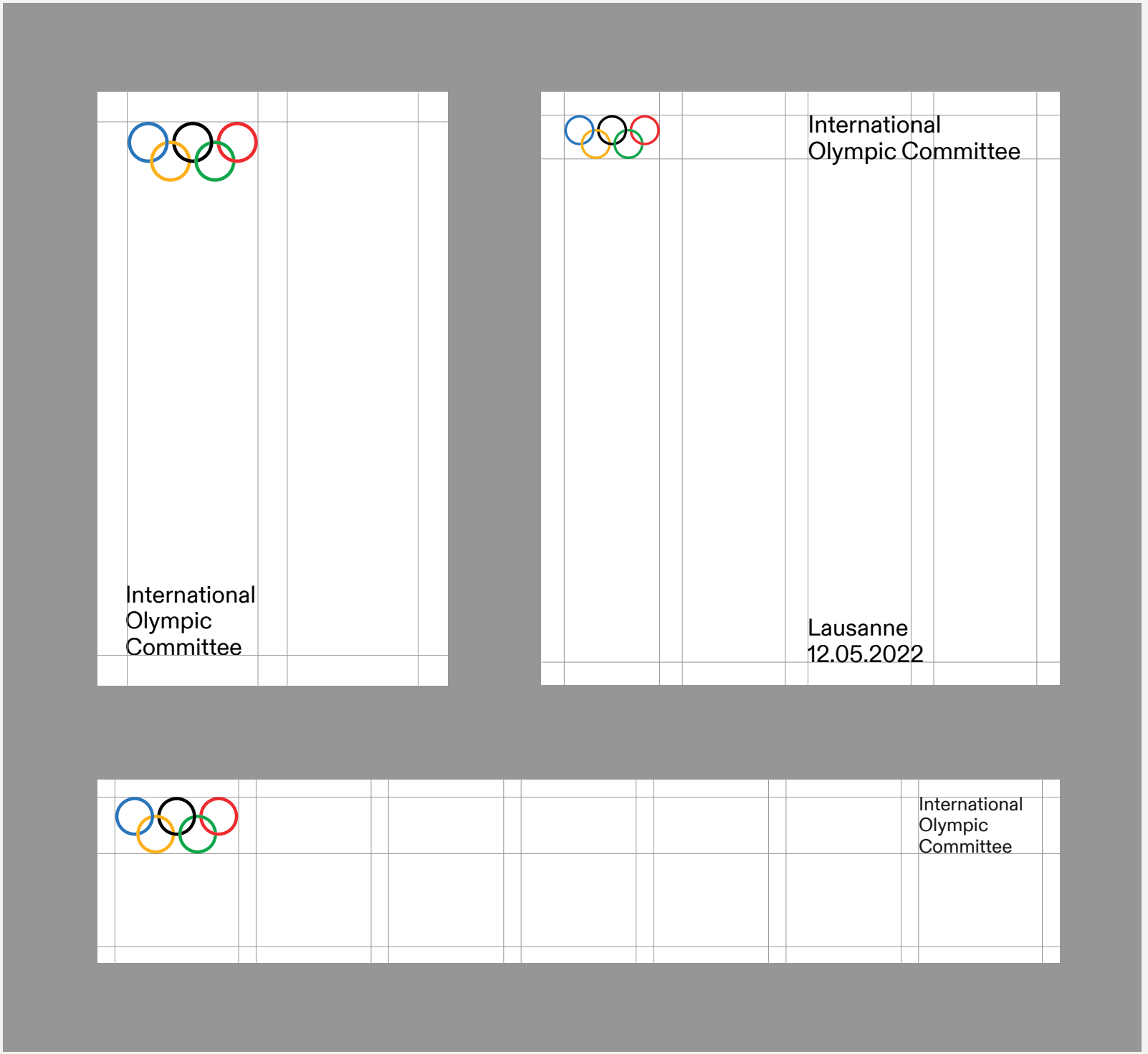
# TIER 1 FLEXIBILITY

In professionally designed applications and templates, the designation may be separated from the Olympic rings to create space for, or align with, other elements along the grid.

This flexibility reduces visual noise around the Olympic rings and makes the communication feel more open — reflecting the personality of the Olympic brand.

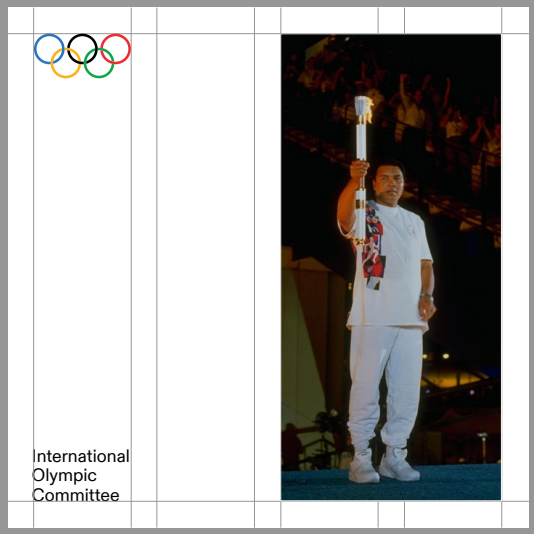
For horizontal applications, the Olympic rings and IOC deisignation should always share the same height.

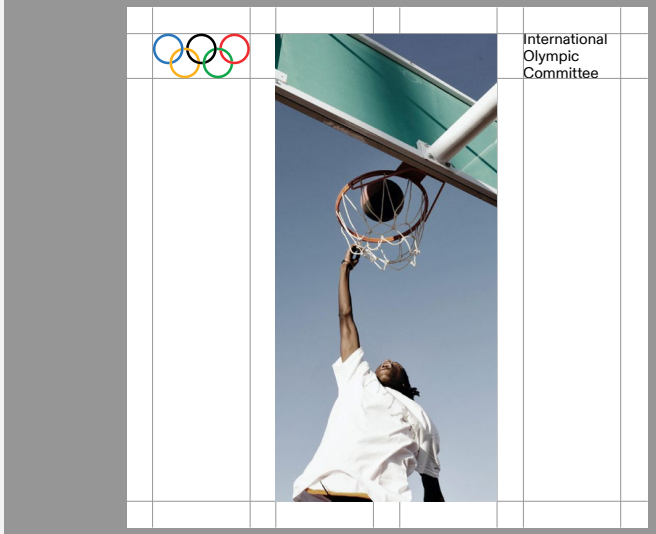
Aside from increasing functionality and elegance, this approach is also rooted in tradition. For the first century of the modern Games, the IOC designation appeared as a separate element, independent from the Olympic rings.

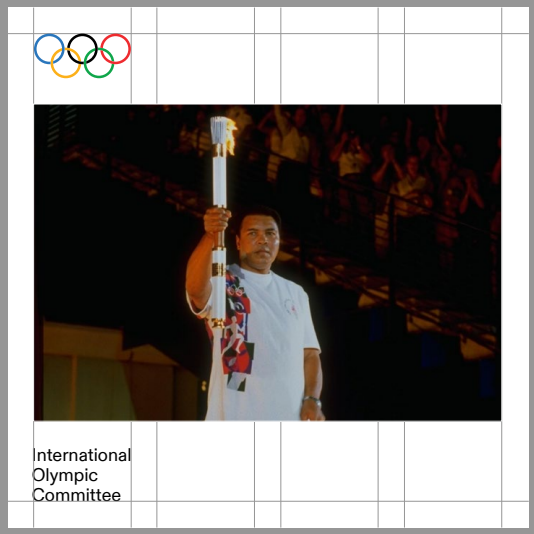


# TIER 1 FLEXIBILITY

The rings and designation should lock up with the grid. There should always be an equal relationship between the width or height. No objects such as photos, illustrations or graphics should enter the space between the rings and the designation.



# TIER 2 LOCKUPS

Tier 2 lockups are for IOC activities, including products, programmes and events. They are typeset in Olympic Headline. Examples include Olympic Day and Olympic Agora. There are three lockup arrangements for various layout and composition needs.

**Horizontal lockup**
The minimum size is defined by the width of the rings: 8mm for print or 50px for digital.

**Horizontal one-line lockup**
The minimum size is defined by the width of the rings: 8mm for print or 30px for digital.

**Vertical lockup**
The minimum size is defined by the width of the rings: 8mm for print or 50px for digital.

Horizontal lockup

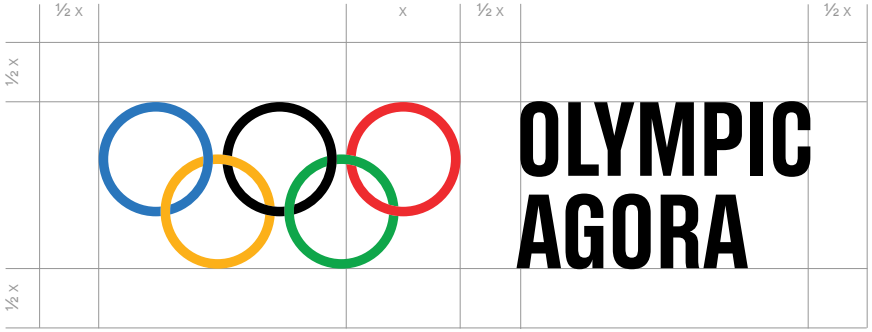
Horizontal one-line lockup

Vertical lockup

# TIER 2 CONSTRUCTION AND ISOLATION AREA

The construction grid provides a consistent structure and visual rhythm. To ensure legibility, no elements may be placed nearby. The isolation area that surrounds Tier 2 lockups correspond to half the height of one ring.

Horizontal lockup




Horizontal one-line lockup

Vertical lockup

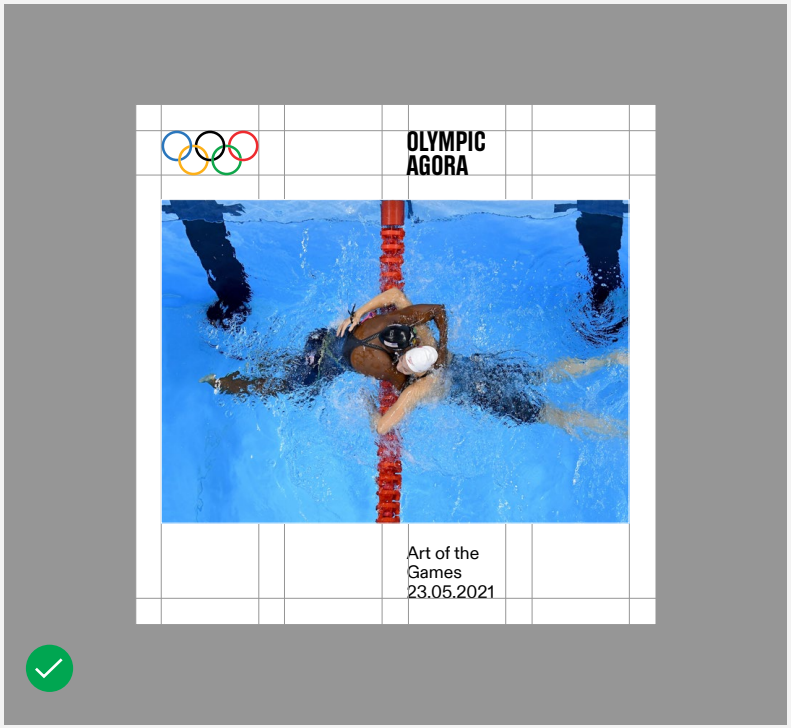
# TIER 2
# FLEXIBILITY

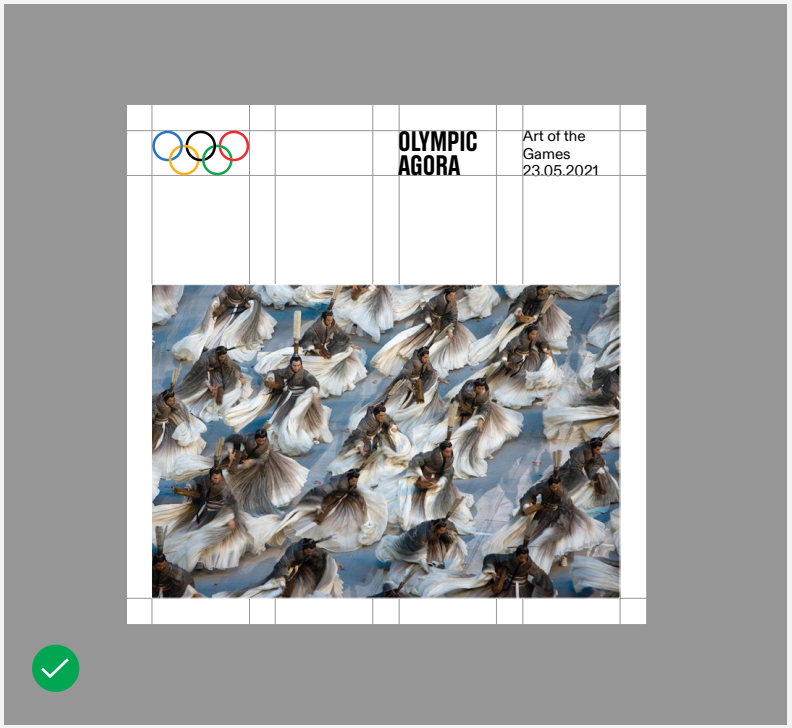
In professionally designed applications and templates, the designation may be separated from the Olympic rings to create space for, or align with, other elements along the grid. Key elements such as rings, titles and photos should most often be locked to an edge of the grid.

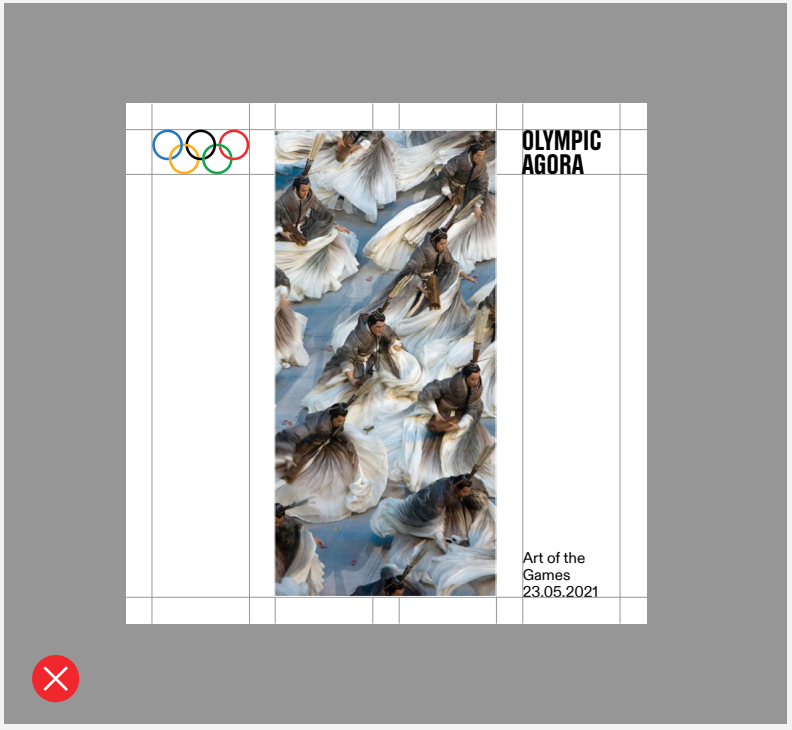
This flexibility reduces visual noise around the Olympic rings and makes the communication feel more open — reflecting the personality of the Olympic brand.

# TIER 2 FLEXIBILITY

The rings and designation should lock up with the grid. There should always be an equal relationship between the width or height. No objects such as photos, illustrations or graphics should enter the space between the rings and the designation.





# COLOURWAYS

All versions of Tier 1 and Tier 2 lockups are only available in colour, black and white. Typography should be treated in black or white only. The full-colour version on white is the preferred version.

Colour

Black

White

# GUIDANCE

It is not permitted to alter the Olympic rings or lockups in any way.

Do not create new lockup arrangements.

In horizontal lockups, the rings should always be placed before the designation.

In stacked lockups, the rings should always be on top of the designation.

The typography should be black or white only. No other colours are permitted.

Do not use Olympic Headline in the Tier 1 lockups.

Tier 1 lockups should always be typeset in Regular; never Medium or Bold.

Tier 1 lockups should always use title case never all caps, except for special-case acronyms.

Tier 2 horizontal lockup should be aligned with the rings.

The text in Tier 1 stacked lockups should never be on two lines.

# DESIGNATIONS AND LABELS FOR THIRD PARTIES

Designation files can be downloaded here. Please refer to the respective guidelines on designations and labels for guidance on how to use them.

Site of the Olympic Games

Site of the Youth Olympic Games

Host of the Olympic Games

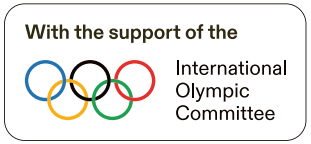
Sport in the Olympic Programme

International Federation recognised by the International Olympic Committee

Organisation recognised by the International Olympic Committee

Event organised with the support of the International Olympic Committee

With the support of the International Olympic Committee



# 5 TYPOGRAPHY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# TYPOGRAPHY

Typography is a key element of our brand. It works to maintain consistency, create clarity and provide equity to the brand as a global leader in sport.

A family of three exclusive typefaces brings a consistent visual tone to all things Olympic. Olympic Headline for short punchy titles, Olympic Sans for long titles and body copy, and Olympic Serif to bring a touch of tradition and elegance to the system.

Inspired by sport and Olympic heritage, the type system was designed to maximise impact across digital and print while being easy to read, ownable and recognisable.

Each typeface supports over 200 Latin script languages and has designated non-Latin alternates, as well as a fall-back font that should be used only if the Olympic typefaces are not available.

# OLYMPIC HEADLINE

Bold, athletic and proud. Olympic Headline contains capital letters only.

Olympic Headline was inspired by typography found throughout Olympic Games history, such as the Tokyo 1964 and Seoul 1988 emblems. Olympic Headline was designed in 2020 by Julien Hébert in Montreal, Canada.

**Fallback**
Impact

**Non-Latin alternates**

| | |
|---|---|
| Russian | Bebas Neue Bold |
| Chinese | Noto Sans CJK CS Bold |
| Korean | Noto Sans CJK KR Bold |
| Japanese | Noto Sans CJK JP Bold |
| Hindi | Noto Sans Devanagari ExtraCondensed Bold |
| Arabic | Noto Sans Arabic ExtraCondensed Bold |

# OLYMPIC HEADLINE STYLES AND USE

**Styles**
Olympic Headline Regular
Olympic Headline Regular Italic
Olympic Headline Condensed
Olympic Headline Condensed Italic
Olympic Headline Compressed
Olympic Headline Compressed Italic

**Use**
With looser spacing and wider proportions, Olympic Headline Regular is the most versatile style of this family. It may be used for short headlines of 12 words or less.

For extra impact, the condensed and compressed styles can be used for very short titles of six words or less.

The line-spacing (or leading) of Olympic Headline should always be set to extra tight.

Italics should be used only to emphasise certain words. They should not be applied to a full title for the sake of style.

Olympic Headline is used sparingly, and only in headings and text that we want to draw attention to throughout our digital portfolio. Olympic Headline should not be overused as it diminishes the typefaces impact.

**Case**
Olympic Headline is only available in uppercase.

**Variable font**
For professional designers, Olympic Headline is also available as a variable font: a single file that includes all styles. It allows for variations along two axes: width and slant. This format allows the designer to adjust the font to a specific need and is also useful for digital/interactive animations.

Olympic Headline Regular

HIGHLIGHTS OF THE OLYMPIC FLAME-LIGHTING CEREMONY

Olympic Headline Condensed

WORLD RECORD

Olympic Headline Compressed

19.38.07

Olympic Headline Condensed Italic

*HISTORY OF THE ANCIENT GAMES*

# OLYMPIC SANS

Clear, classic and Swiss-inspired, Olympic Sans is our workhorse typeface.

Olympic Sans is a contemporary interpretation of Akzidenz-Grotesk, a typeface designed in 1896, the same year that the modern Games were born. Olympic Sans was designed in 2020 by Fabian Harb in Basel, Switzerland.

**Fallbacks**
Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

**Non-Latin alternates**

| | |
|---|---|
| Russian | Roboto Regular |
| Chinese | Noto Sans CJK CS Regular |
| Korean | Noto Sans CJK KR Regular |
| Japanese | Noto Sans CJK JP Regular |
| Hindi | Noto Sans Devanagari Regular |
| Arabic | Noto Sans Arabic Regular |

# OLYMPIC SANS STYLES AND USE

**Styles**
Olympic Sans Regular
Olympic Sans Regular Italic
Olympic Sans Medium
Olympic Sans Medium Italic
Olympic Sans Bold
Olympic Sans Bold Italic

**Use**
Olympic Sans should be used for most text. It is the main voice of the Olympic brand.

In most cases, the Regular style should be used. The other styles allow for greater functionality and more flexibility.

Italics should be used only to emphasise certain words. Italics should not be applied to a full paragraph for the sake of style.

**Case**
Olympic Sans should be set in sentence case. All caps may be used very sparingly in specific applications such as table headers and small labels. The same applies to digital, as it is hard for users to scan large amounts of capitalised text.

Olympic Sans Bold

# The Games of the XXIII Olympiad

Olympic Sans Medium with Latin character support

Czechoslovakian gymnast Věra Čáslavská made her Olympic debut at the 1964 Games in Tokyo, where she took gold medals in the all-around, the balance beam and the vault. At the 1965 and 1967 European Championships, she won every women's gymnastics event.

Olympic Sans Regular + Regular Italic

The Los Angeles 1984 Olympic Games, officially known as the *Games of the XXIII Olympiad*, were an international multi-sport event held from 28 July to 12 August 1984 in Los Angeles, California, United States. This was the second time that Los Angeles had hosted the Games, the first being in 1932.

Olympic Sans Regular

| RANK | PARTICIPANT | RESULT |
|---|---|---|
| 01 | Andre Myhrer<br>Sweden | 1:38.99 |
| 02 | Ramon Zenhaeusern<br>Switzerland | 1:39.33 |
| 03 | Michael Matt<br>Austria | 1:39.66 |
| 04 | Clement Noel<br>France | 1:39.70 |

# OLYMPIC SERIF

Traditional, artistic and inspired by our heritage, Olympic Serif gives the brand a more editorial look and adds finesse where needed.

Olympic Serif is a contemporary interpretation of Oldstyle Roman type genre, and gives a subtle nod to the ancient Games. Olympic Serif was designed in 2020 by Seb McClauchlan in London, England.

**Fallbacks**
Georgia Regular
Georgia Italic
Georgia Bold
Georgia Bold Italic

**Non-Latin alternates**

| | |
|---|---|
| Russian | Spectral Regular |
| Chinese | Noto Serif CJK CS Regular |
| Korean | Noto Serif CJK KR Regular |
| Japanese | Noto Serif CJK JP Regular |
| Hindi | Noto Serif Devanagari Regular |
| Arabic | Noto Naskh Arabic Reguliar |

# OLYMPIC SERIF STYLES AND USE

**Styles**
Olympic Serif Regular
Olympic Serif Regular Italic
Olympic Serif Medium
Olympic Serif Medium Italic
Olympic Serif Bold
Olympic Serif Bold Italic

**Use**
Olympic Serif should be used as a complement to the other type families. It is best used as feature text, such as pull quotes or titles in need of extra elegance. In addition, it can be used for longer text, as it has also been optimised for long reading experiences, but Olympic Sans should be considered first.

In most cases, the Regular style should be used. The other styles allow for greater functionality and more flexibility.

Italics should be used only to emphasise certain words. They should not be applied to a full paragraph for the sake of style.

In digital we favour Olympic Sans for body copy over Olympic Serif and maintain the use of Serif for feature text or pull quotes.

**Case**
Olympic Serif should be set in sentence case. All caps may be used very sparingly in specific applications such as table headers and small labels.

Olympic Serif has a special small caps character set available as an OpenType feature, as outlined on the following page.

Olympic Serif Regular + Regular Italic

Olympic Winter Games
*Lillehammer 1994*

Olympic Serif Bold

**Olympic spirit**

Olympic Serif Regular

Although the Olympic Games took place during the Bosnian War, the Bosnia and Herzegovina four-man bob team consisted of one Croatian, two Bosnians and a Serbian – the best possible example of the Olympic spirit at the worst of times.

Olympic Serif Medium + Medium Italic

**Johann Olav Koss won four Olympic gold medals. For his performance, he was named *Sports Illustrated* magazine's Sportsman of the Year.**

# OPENTYPE FEATURES

OpenType features are accessible in professional design software. They allow fonts to behave smartly. This behaviour includes simple things, such as changing letters to small caps, or complex things like inserting alternates, ligatures or symbols.

The Olympic type families have unique OpenType features for advanced typography flexibility and behaviour.

**Olympic rings**
Type five zeros in between parentheses for the Olympic rings to appear.

**Tabular and proportional numbers**
When typesetting numbers in tables or a table of contents, use tabular numbers. Otherwise, use proportional numbers.

**Superscript**
When typesetting superscripts, use the OpenType feature to show the optically corrected figures.

**Small caps**
These should be used for acronyms, like IOC, or for titles that would stand out too much in all caps, but still need to be delineated from regular text.

Case-sensitive forms

(Arc-en-ciel) → (ARC-EN-CIEL)

Small capitals

The Olympics → THE OLYMPICS

Contextual alternates

(00000) →

Fractions

1/2 3/4 → ½ ¾

Contextual alternates

6x2-5=7 → 6×2–5=7

Slashed zero

0 → 0

Old-style numbers

0123456789 → 0123456789

Tabular numbers

0123456789 → 0123456789

Subscript numbers

CO2 → $CO_2$

Superscript numbers

a2+b2 → $a^2+b^2$

# TRACKING AND KERNING

Tracking is the overall spacing between groups of letters, and kerning is the spacing between individual letter forms. The tracking of body text can usually be left as it was designed: 0 units of tracking.

The larger the text, the tighter the tracking should be. A maximum of 15 units of tracking can be subtracted for very large headlines.

For optimal readability, up to 10 units of tracking can be added to very small text, such as captions.

Kerning should always be left on the *Metrics* option, not *Optical*.

The tracking is just right.
In this example, tracking is at 0 units on all text.

WHO WE ARE

## The International Olympic Committee

The International Olympic Committee (IOC) is a not-for-profit independent international organisation that is committed to building a better world through sport. Created on 23 June 1894, just under two years before the first Olympic Games of the modern era in April 1896, the IOC is the supreme authority of the Olympic Movement.

The tracking is too tight.

WHO WE ARE

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The tracking is too loose.

WHO WE ARE

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# LEADING

Leading is the spacing between lines of type. Choosing the appropriate leading or line spacing is very important to the reading quality and efficiency of the typography.

The larger the text, the tighter the leading should be.

The leading is just right.
In this example, the title size is 15pt with leading at 16pt, and the body size is 8pt with leading at 10.5pt.

## The International Olympic Committee

The International Olympic Committee (IOC) is a not-for-profit independent international organisation that is committed to building a better world through sport. Created on 23 June 1894, just under two years before the first Olympic Games of the modern era in April 1896, the IOC is the supreme authority of the Olympic Movement.

The leading is too tight.

## The International Olympic Committee

The International Olympic Committee (IOC) is a not-for-profit independent international organisation that is committed to building a better world through sport. Created on 23 June 1894, just under two years before the first Olympic Games of the modern era in April 1896, the IOC is the supreme authority of the Olympic Movement.

The leading is too loose.

## The International Olympic Committee

The International Olympic Committee (IOC) is a not-for-profit independent international organisation that is committed to building a better world through sport. Created on 23 June 1894, just under two years before the first Olympic Games of the modern era in April 1896, the IOC is the supreme authority of the Olympic Movement.

# PARAGRAPH ALIGNMENT

Paragraph alignment refers to how the left and right edges of a paragraph align on a page.

Flush left creates strong alignment for the eye to follow, aiding readability and organisation. It is our standard for most typography across the Olympic brand because it is functional, modern, timeless and the most effective in information design and legibility.

Paragraphs as well as most titles should be left-aligned.

Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example, social responsibility and respect for universal fundamental ethical principles.

Avoid centre-aligning long paragraphs of text.

Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example, social responsibility and respect for universal fundamental ethical principles.

Never justify paragraphs of text.

Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example, social responsibility and respect for universal fundamental ethical principles.

Never right-align paragraphs of text.

Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example, social responsibility and respect for universal fundamental ethical principles.

# RAGS AND WIDOWS

A rag is the uneven side of a paragraph – most often on the right side when text is left-aligned, as shown here. Always look for opportunities to improve rags. A good rag is one where the lines move in and out in small increments. A bad rag creates distracting shapes of irregular white space in the margins where line breaks are varied and inconsistent.

A widow is a short line or single word at the end of a paragraph. Watch out for widows and adjust line lengths with a writer to solve awkward breaks which can affect reading quality. In cases where it is not possible to respect these rules, hyphenation can also be a good solution. Only words that are eight letters or longer can be hyphenated. For more on hyphenation, refer to the IOC Style Guide.

This is a good rag.

Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example, social responsibility and respect for universal fundamental ethical principles.

This is a bad rag.

Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example, social responsibility and respect for universal fundamental ethical principles.

This paragraph is perfectly typeset.

Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example, social responsibility and respect for universal fundamental ethical principles.

Do not leave widows at the end of paragraphs.

Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example, social responsibility and respect for universal fundamental ethical principles.

# LINE LENGTH

For optimal readability, it's important not to create lines of text that are too long or too short. Shorter text can fit in narrower boxes, while longer reading demands longer lines.

For long text, there should be between 40 and 70 characters per line. For shorter text, there should be between 30 and 50 characters per line.

These rules do not apply to titles.

In these two examples, the line length is just right.

Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy found in effort, the educational value of good example and respect for universal fundamental ethical principles.

Olympic House is a privately funded investment by the IOC in sustainability, operational efficiency and the local economy and local development. The estimated construction costs amount to CHF 145 million. Eighty per cent of the construction costs of Olympic House have gone to local companies and contributed to the development of local competencies. This investment will secure an asset owned with an increase in value for the IOC instead of cash out for rent higher than the value of the building over 50 years.

In these two examples, the line length is too short above and too long below.

Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy found in effort, the educational value of good example and respect for universal fundamental ethical principles.The goal of the Olympic Movement is to contribute to building a peaceful and better world by educating youth through sport practiced without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair play.

Olympic House is a privately funded investment by the IOC in sustainability, operational efficiency and the local economy and local development. The estimated construction costs amount to CHF 145 million. Eighty per cent of the construction costs of Olympic House have gone to local companies and contributed to the development of local competencies. This investment will secure an asset owned with an increase in value for the IOC instead of cash out for rent higher than the value of the building over 50 years.

# EMPHASIS

When emphasising words, always keep styles to a minimum to avoid interrupting the reader and adding noise. Refrain from using multiple styles to do the same thing in typography. Avoid using colour to emphasise words in body text, and never mix multiple colours.

Emphasis should be used sparingly. Trying to bring attention to too many elements in a text makes it more complicated.

Underlining should be reserved for hyperlinks and should not be used to place emphasis on a word or sentence.

This is just the right amount of emphasis.

The **International Hockey Federation** (FIH) organised a week-long celebration of International Women's Day. A number of stories were published on the FIH website, highlighting the numerous activities by the FIH, its continental federations and national associations to promote the role of women on and off the hockey pitch.

This is far too much emphasis.

The **International Hockey Federation (FIH)** organised a ***week-long*** celebration of **International Women's Day**. A number of stories were published on the **FIH** website, highlighting the **numerous activities** by the **FIH,** its continental federations and national associations to promote **the role of women** *on and off the hockey pitch*.

# TYPOGRAPHY COLOUR

Most typography should be black or white. Tints of Olympic black from the extended palette may be used where additional hierarchy is required.

Headlines should appear in black or white in most cases, but may appear in an Olympic or medal colour on a white background. Body copy and other text should not use colour.

Do not use colour typography on photos.

Colour is used in digital typography to highlight interactivity for instance, applying blue to hyperlinks. To avoid confusion, colour is not applied to other forms of typography for web and mobile.

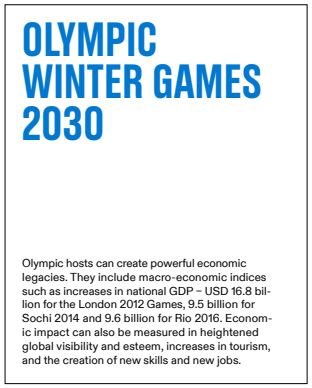
Body text should be black or white.

GENDER EQUALITY
Sport is one of the most powerful platforms for promoting gender equality and empowering women and girls. As the leader of the Olympic Movement, the IOC is taking continuous action to advance gender equality.
Great progress has been made in terms of balancing the total number of athletes participating at the Games; however, many other challenges and gaps remain. The IOC is working to address these inequalities through leadership development, advocacy and awareness campaigns, and by appointing more women to leadership roles within the administration and key governance positions.

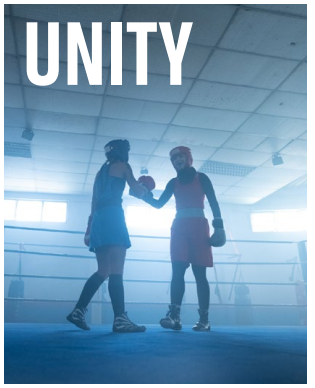
Headlines should be black or white in most instances.

2024 IOC REFUGEE OLYMPIC TEAM
At the UN General Assembly in October 2015, confronted with the global refugee crisis that has seen an estimated 65.3 million people in the world displaced, IOC President Thomas Bach announced the creation of the Refugee Olympic Team to take part in the Olympic Games Rio 2016. Ten months on from the announcement, 10 athletes were competing alongside 11,000 fellow

Headlines may be an Olympic or medal colour on a white background, with exception to digital pages where they are either white or black on a white or black background.


OLYMPIC WINTER GAMES 2030
Olympic hosts can create powerful economic legacies. They include macro-economic indices such as increases in national GDP – USD 16.8 billion for the London 2012 Games, 9.5 billion for Sochi 2014 and 9.6 billion for Rio 2016. Economic impact can also be measured in heightened global visibility and esteem, increases in tourism, and the creation of new skills and new jobs.

Use white or black typography on photos.




Body text should never be in colour.

GENDER EQUALITY
Sport is one of the most powerful platforms for promoting gender equality and empowering women and girls. As the leader of the Olympic Movement, the IOC is taking continuous action to advance gender equality.
Great progress has been made in terms of balancing the total number of athletes participating at the Games; however, many other challenges and gaps remain. The IOC is working to address these inequalities through leadership development, advocacy and awareness campaigns, and by appointing more women to leadership roles within the administration and key governance positions.

Do not use multiple vibrant colours in close proximity.

2024 IOC REFUGEE OLYMPIC TEAM
At the UN General Assembly in October 2015, confronted with the global refugee crisis that has seen an estimated 65.3 million people in the world displaced, IOC President Thomas Bach announced the creation of the Refugee Olympic Team to take part in the Olympic Games Rio 2016. Ten months on from the announcement, 10 athletes were competing alongside 11,000 fellow

Do not combine colour text with colour backgrounds.

OLYMPIC WINTER GAMES 2030
Olympic hosts can create powerful economic legacies. They include macro-economic indices such as increases in national GDP – USD 16.8 billion for the London 2012 Games, 9.5 billion for Sochi 2014 and 9.6 billion for Rio 2016. Economic impact can also be measured in heightened global visibility and esteem, increases in tourism, and the creation of new skills and new jobs.

Do not use colour typography on photos.

# COMBINING TYPEFACES

The typefaces may be combined in a variety of ways for different communication purposes.

**Section Titles**
Section titles should always be typeset in Olympic Headline, usually in its Regular weight, which should have 12 words or less. For very impactful section titles, Olympic Headline Condensed may be used for large titles of six words or less.

**Headline**
Titles may be set in any of the three type families. Olympic Headline Regular may be used for short titles of 12 words or less. For longer titles, Olympic Sans or Olympic Serif are great choices. The medium and bold weights are recommended.

Choose the most appropriate typeface to match the tone of your headline. For example, if making a bold statement, maybe Olympic Headline would be more impactful. For a more editorial or classic tone, Olympic Serif's elegance is more suitable.

**Kicker and Pull quotes**
These should be typeset larger than body text, and smaller than headlines. Olympic Serif is the perfect candidate for these uses as its details are magnified in larger uses.

**Subhead**
These may be set in any of the three type families. Subheads with more than 12 words should not use Olympic Headline. They should either be the same size as body text or slightly larger.

**Body, Running Head, Folio and Caption**
These elements should be set in Olympic Sans in all instances.

Classic

SECTION TITLE

This is the Headline

This is the Kicker paragraph. It sets the tone of the article and briefly describes what you can expect from the rest of the page.

**Subhead**
Body text is the most common element of a document, forming it's main content. Therefore, how the body text looks will have the most noticeable effect on the appearance of a document. The only font that should be used for body copy is Olympic Sans Regular. Our Small Text size of 9 points is perfect for most body text.

This small size of text should be used for Image captions, folio, and running head

Standard

SECTION TITLE

This is the Headline

This is the Kicker paragraph. It sets the tone of the article and briefly describes what you can expect from the rest of the page.

**Subhead**
Body text is the most common element of a document, forming it's main content. Therefore, how the body text looks will have the most noticeable effect on the appearance of a document. The only font that should be used for body copy is Olympic Sans Regular. Our Small Text size of 9 points is perfect for most body text.

This small size of text should be used for Image captions, folio, and running head

Dynamic

SECTION TITLE

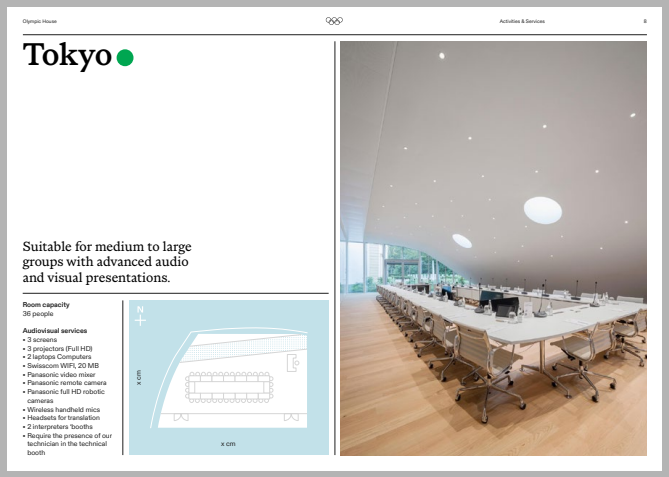
THIS IS A VERY SHORT HEADLINE

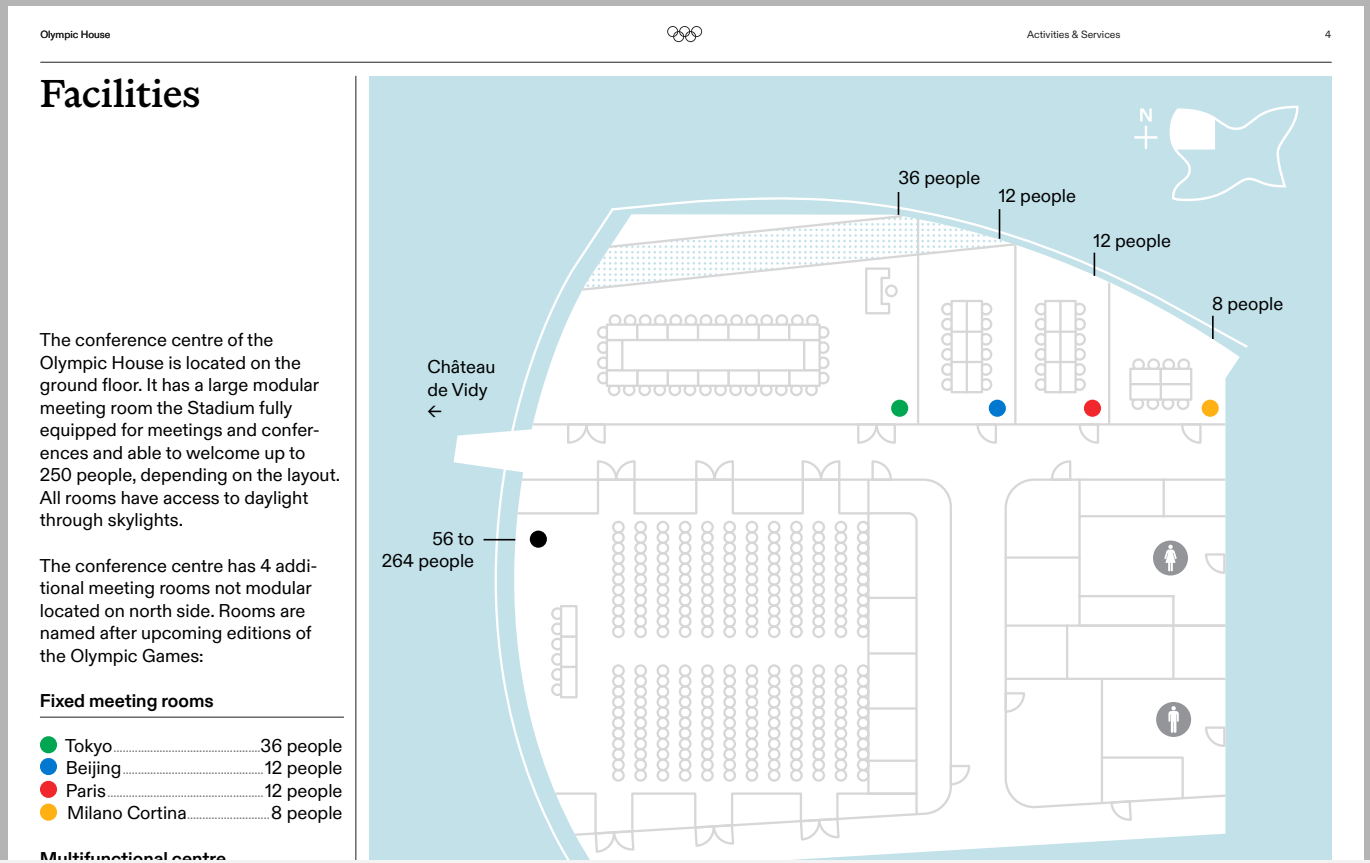
This is the Kicker paragraph. It sets the tone of the article and briefly describes what you can expect from the rest of the page.

**SUBHEAD**
Body text is the most common element of a document, forming it's main content. Therefore, how the body text looks will have the most noticeable effect on the appearance of a document. The only font that should be used for body copy is Olympic Sans Regular. Our Small Text size of 9 points is perfect for most body text.

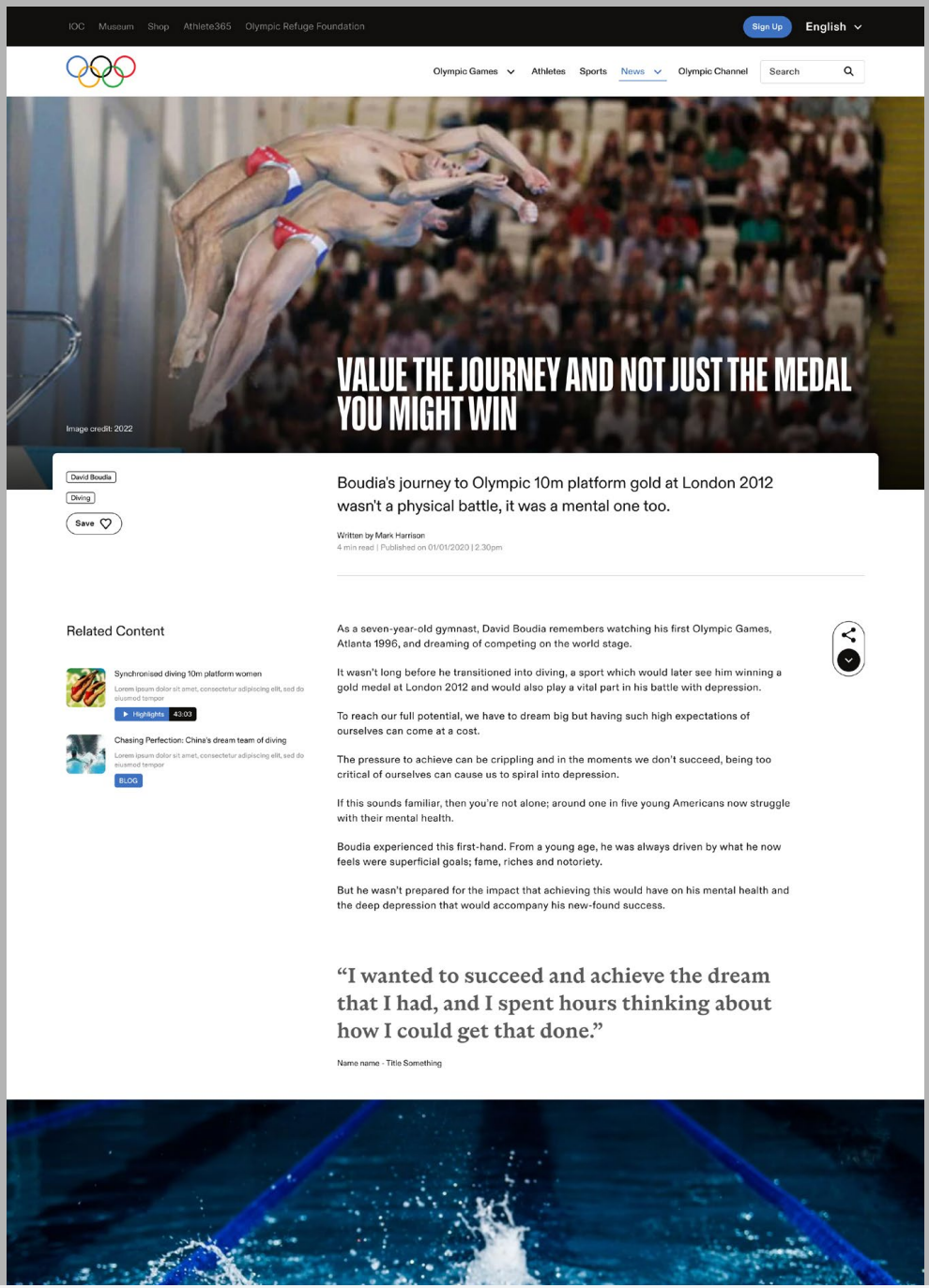
This small size of text should be used for Image captions, folio, and running head

# COMBINING TYPEFACES EXAMPLE


Tokyo
Suitable for medium to large groups with advanced audio and visual presentations.
Room capacity
36 people
Audiovisual services
• 3 screens
• 3 projectors (Full HD)
• 2 laptops Computers
• Swisscom WIFI, 20 MB
• Panasonic video mixer
• Panasonic remote camera
• Panasonic full HD robotic cameras
• Wireless handheld mics
• Headsets for translation
• 2 interpreters 'booths
• Require the presence of our technician in the technical booth


Olympic House
Activities & Services
4
Facilities
The conference centre of the Olympic House is located on the ground floor. It has a large modular meeting room the Stadium fully equipped for meetings and conferences and able to welcome up to 250 people, depending on the layout. All rooms have access to daylight through skylights.
The conference centre has 4 additional meeting rooms not modular located on north side. Rooms are named after upcoming editions of the Olympic Games:
Fixed meeting rooms
Tokyo 36 people
Beijing 12 people
Paris 12 people
Milano Cortina 8 people
Multifunctional centre
N
36 people
12 people
12 people
8 people
Château de Vidy
56 to 264 people

# COMBINING TYPEFACES EXAMPLE IN DIGITAL


IOC Museum Shop Athlete365 Olympic Refuge Foundation
Sign Up
English
Olympic Games
Athletes
Sports
News
Olympic Channel
Search
VALUE THE JOURNEY AND NOT JUST THE MEDAL YOU MIGHT WIN
Image credit: 2022
David Boudia
Diving
Save
Boudia's journey to Olympic 10m platform gold at London 2012 wasn't a physical battle, it was a mental one too.
Written by Mark Harrison
4 min read | Published on 01/01/2020 | 2.30pm
Related Content
Synchronised diving 10m platform women
Highlights 43:03
Chasing Perfection: China's dream team of diving
BLOG
As a seven-year-old gymnast, David Boudia remembers watching his first Olympic Games, Atlanta 1996, and dreaming of competing on the world stage.
It wasn't long before he transitioned into diving, a sport which would later see him winning a gold medal at London 2012 and would also play a vital part in his battle with depression.
To reach our full potential, we have to dream big but having such high expectations of ourselves can come at a cost.
The pressure to achieve can be crippling and in the moments we don't succeed, being too critical of ourselves can cause us to spiral into depression.
If this sounds familiar, then you're not alone; around one in five young Americans now struggle with their mental health.
Boudia experienced this first-hand. From a young age, he was always driven by what he now feels were superficial goals; fame, riches and notoriety.
But he wasn't prepared for the impact that achieving this would have on his mental health and the deep depression that would accompany his new-found success.
"I wanted to succeed and achieve the dream that I had, and I spent hours thinking about how I could get that done."
Name name - Title Something
OLYMPIC CHANNEL
CHLOE KIM: SNOW DRAGON
If Chloe Kim succeeds in throwing her back-to-back 10's, she will become the youngest woman to win an Olympic snowboarding gold medal.
SERIES TITLE
Episode title
UPCOMING LIVE EVENTS
See all the latest events live on the Olympic Channel
Explore All Live Events →
Tag 1
Tag 2
29 APR - 15 MAY
Bandminton Championships | Madrid
TV CHANNEL
Olympic Channel TV is giving you access to the greatest movement in sport up close, 24/7 non-stop. From every angle. Through all in, all out coverage, original programming, unseen footage and interviews that get you closer than ever before.

# 6 GRAPHIC DEVICES


58 Field of play
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60 Sport lines
61 Combining graphics
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65 Applications

# GRAPHIC DEVICES

The graphic system expresses the Olympic brand through colour and geometry inspired by the Games. This provides a consistent way to incorporate Olympic colour into designs and provides a bold visual without featuring a specific athlete or sport the way that a photo would. The system has three core elements: field of play graphics, sport lines and colour blocks.

# FIELD OF PLAY

A series of graphic patterns inspired by geometry from the field of play. Courts, jumps, fields, tracks and lanes. Lines that guide and transform the lives of athletes around the globe. Each is divided into and filled with Olympic colours to create a playful and artful interpretation of the Olympic stage. A visual representation of all nations coming together at the Games – the world united on the field of play.

# FIELD OF PLAY CROPPING

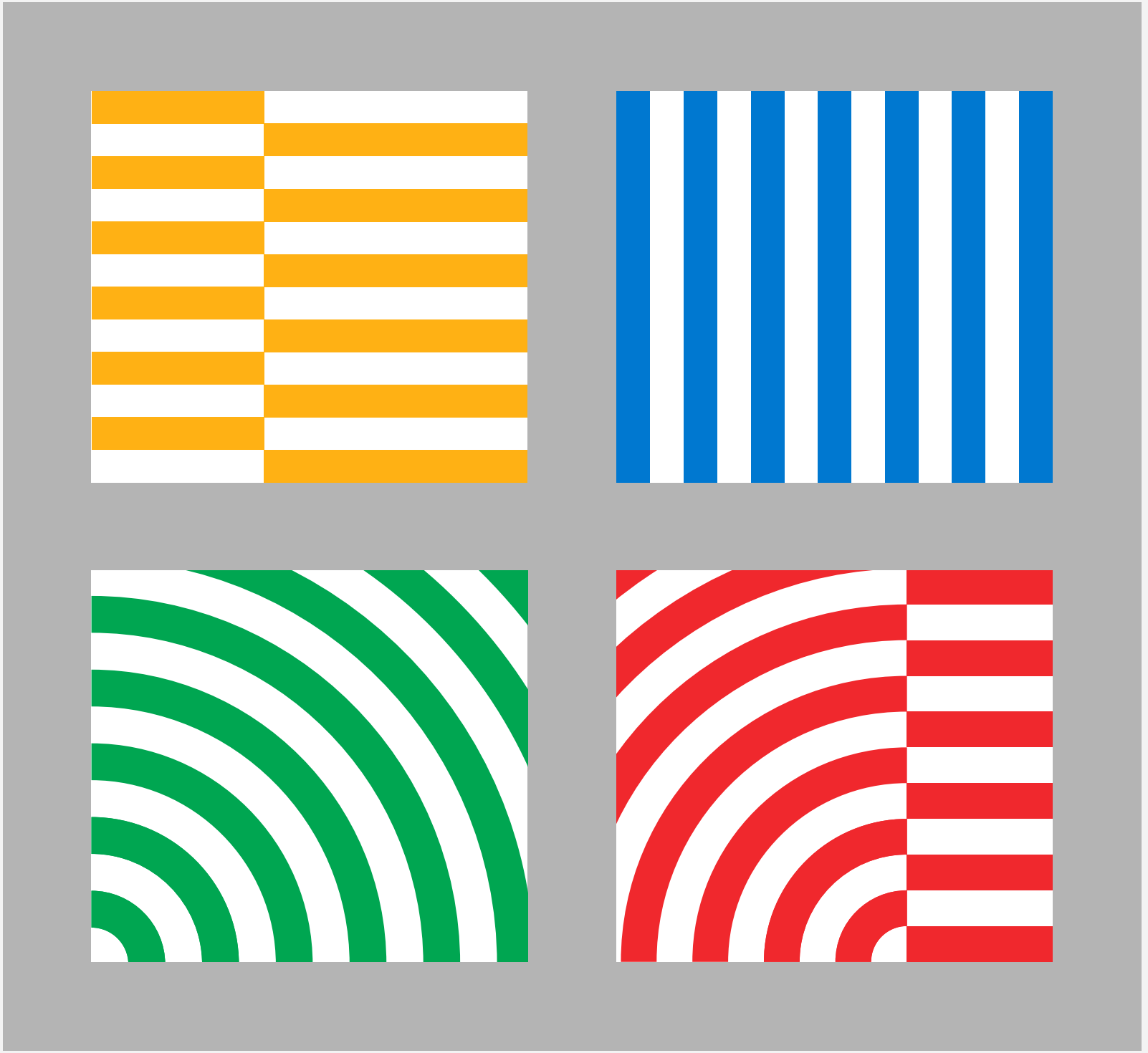
In application, field of play graphics should be cropped to help decontextualise the specific fields, add flexibility to the system, and generate a dynamic range of simplified graphic elements.

Crop along shapes and colour blocks within the artwork to create a consistent visual rhythm. The colours and orientation of the crops may be adjusted to fit within the layout and the surrounding elements. Avoid crops that could be misinterpreted as national flags.

# SPORT LINES

From swimming pools to athletics tracks, halfpipes to curling rinks, these simple lines offer a decorative complement to field of play graphics. Like many elements of the visual identity, they feel sporty and playful. Used in monochrome (one Olympic colour), they help offset the multi-coloured field of play graphics while offering another visual tool.

Sport lines may be applied in any primary Olympic colour.



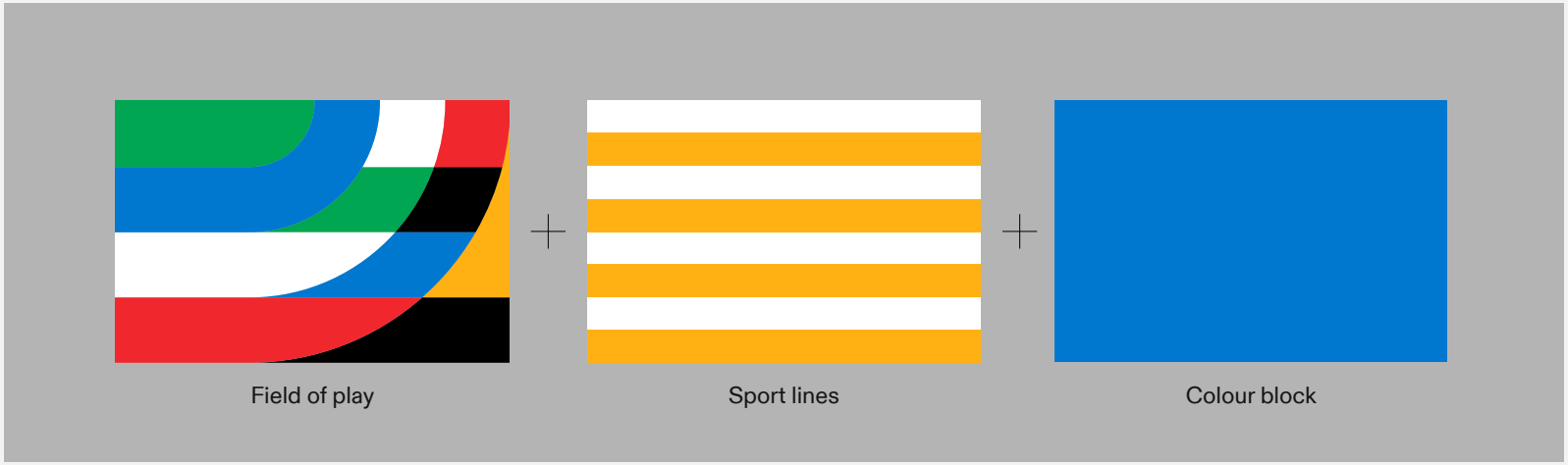
# COMBINING GRAPHICS

By combining the field of play graphics, sport lines and colour blocks, the visual volume can be adjusted throughout all applications. This modular approach allows a lot of flexibility.

Colour blocks should always be filled with core Olympic colours and are useful to create space for branding or content.

Remember to keep a lot of white in your compositions, and always try to create alignment between the different graphic devices and typography.

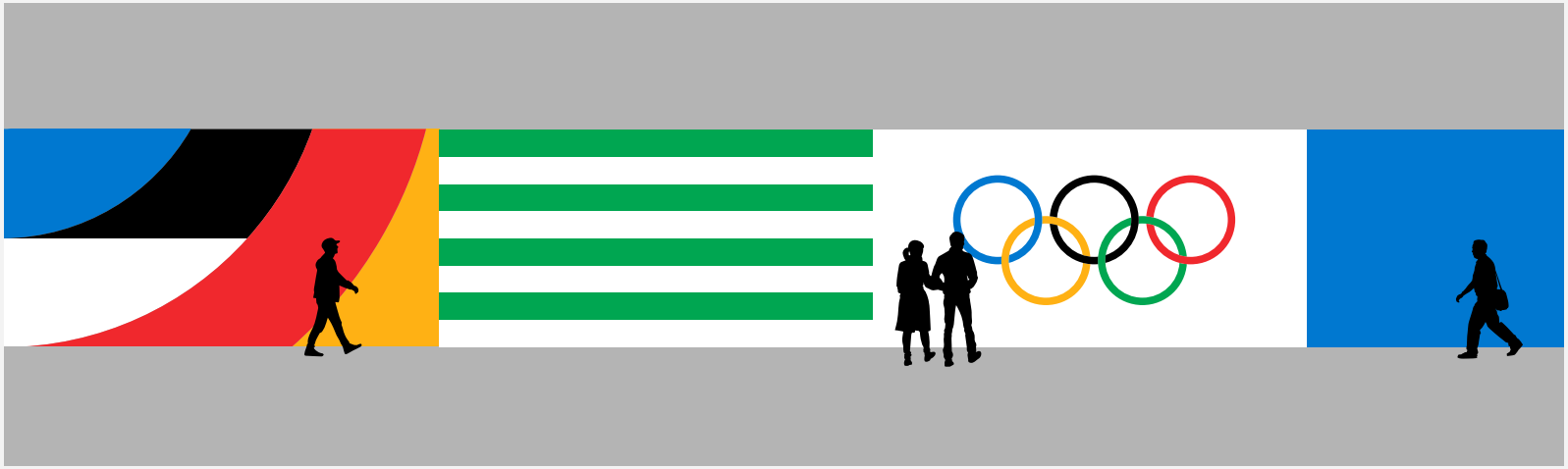
Photographs (Chapter 7) and illustrations (Chapter 8) may also be combined in arrangements with graphic devices.

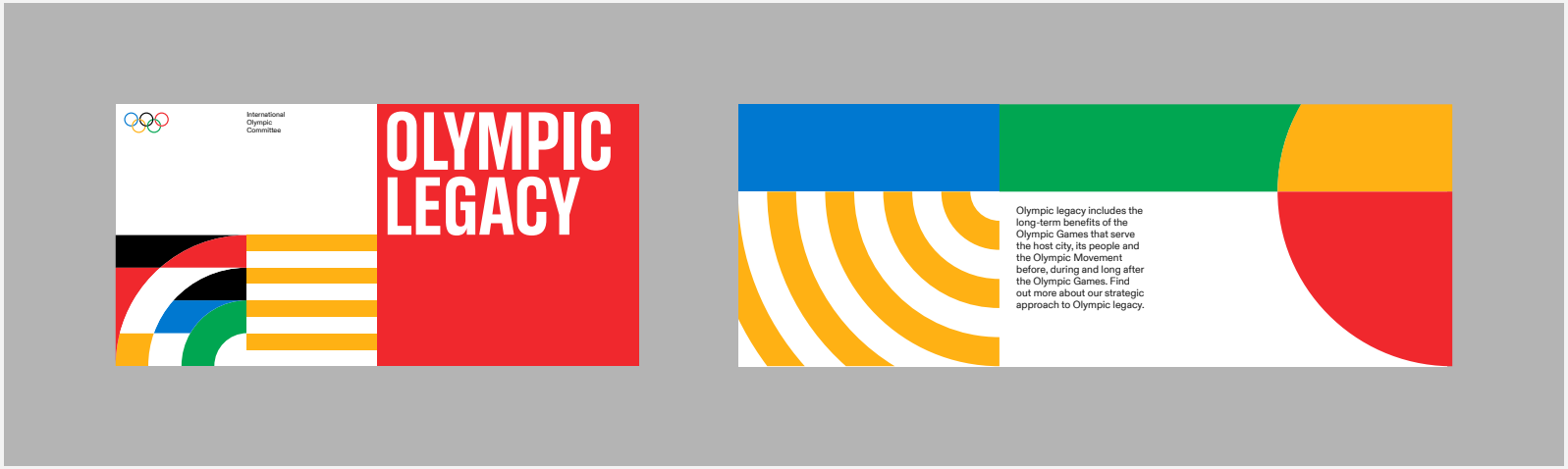


Field of play

Sport lines

Colour block




International Olympic Committee
OLYMPIC LEGACY
Olympic legacy includes the long-term benefits of the Olympic Games that serve the host city, its people and the Olympic Movement before, during and long after the Olympic Games. Find out more about our strategic approach to Olympic legacy.

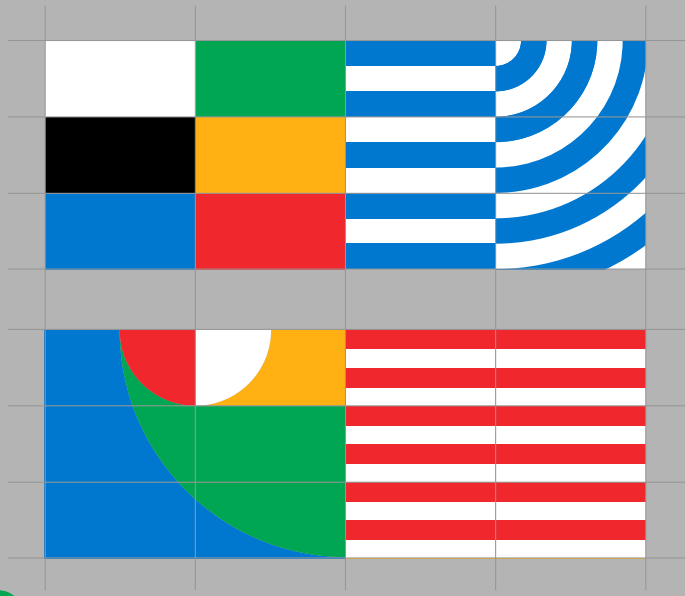
# GUIDANCE

When cropping and assembling field of play elements together, crop along shapes and colour blocks within the artwork to create a consistent visual rhythm. Alignment will strengthen and simplify the compositions.

Field of play artwork can be rotated in 90° increments only.

These compositions are properly cropped.

These compositions are properly aligned.



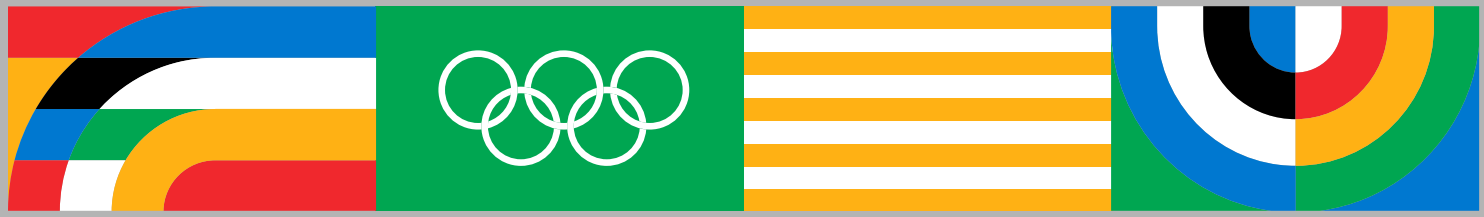
These crops do not use the shapes of the artwork.

These compositions are misaligned.

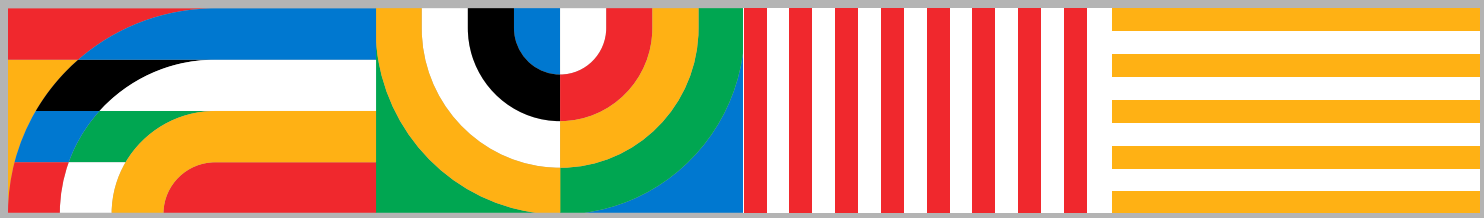
# GUIDANCE

When arranging graphic devices, do not place two of the same type of graphic device next to each other.

Correct distribution of graphic devices.



Do not place the same types of graphic devices next to each other.

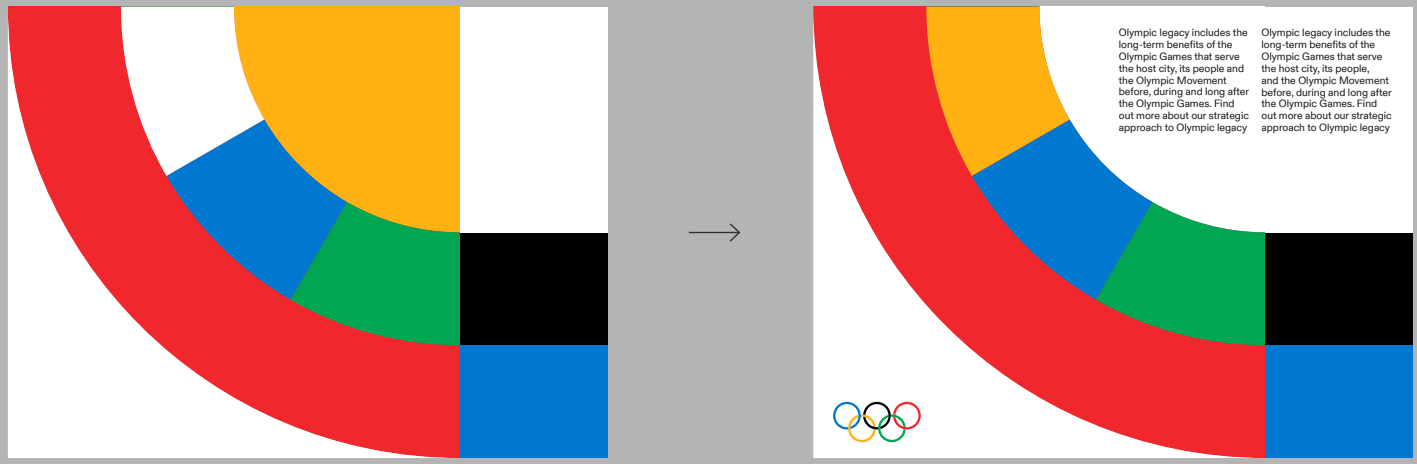


# MODIFYING

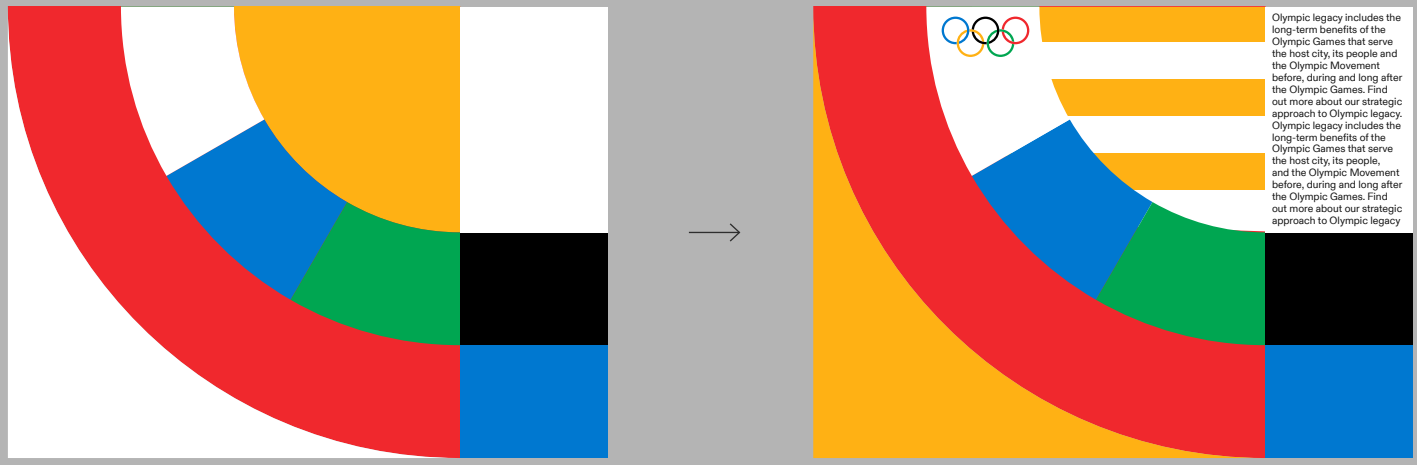
Basic modifications to field of play graphics are permitted to make allowances for the Olympic rings or typography. Do not add new elements or shapes within shapes. White should always be included in the composition. Always maintain the integrity of the artwork.

If including the Olympic rings in a composition, ensure they are applied to permitted background colours only.

Colours may be modified to allow space for the Olympic rings or text. In this case, the graphic colours have been modified to provide space for two columns of text.


Olympic legacy includes the long-term benefits of the Olympic Games that serve the host city, its people and the Olympic Movement before, during and long after the Olympic Games. Find out more about our strategic approach to Olympic legacy
Olympic legacy includes the long-term benefits of the Olympic Games that serve the host city, its people, and the Olympic Movement before, during and long after the Olympic Games. Find out more about our strategic approach to Olympic legacy

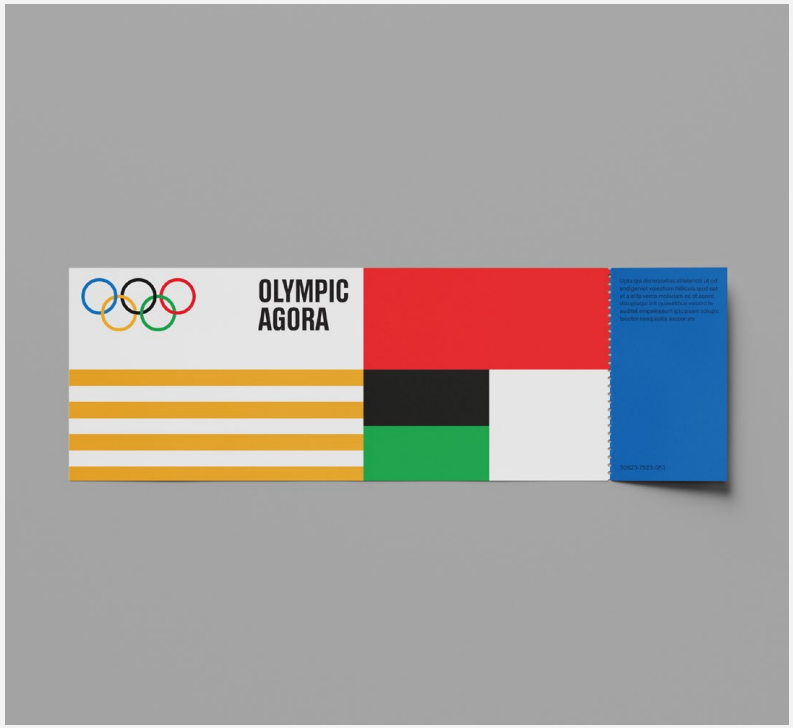
Do not add new graphics or shapes. When adding the Olympic rings or text to graphics, ensure there is ample space surrounding each element.


Olympic legacy includes the long-term benefits of the Olympic Games that serve the host city, its people and the Olympic Movement before, during and long after the Olympic Games. Find out more about our strategic approach to Olympic legacy. Olympic legacy includes the long-term benefits of the Olympic Games that serve the host city, its people, and the Olympic Movement before, during and long after the Olympic Games. Find out more about our strategic approach to Olympic legacy

# APPLICATIONS

When applying graphics, a generous use of either white or black helps ground the vibrant graphics and Olympic colours. The development of such products must be submitted to the IOC for approval.

When using graphic devices on digital interfaces, use them sparingly. As these elements are bright and bold, avoid combining with smaller components such as cards that feature frequently across the website, so they don't lose their integrity impact or detract from the content.



# 7 PHOTOGRAPHY


69 Representing diversity
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71 Action
72 Emotion
73 Heritage
74 Editorial
75 Photography in digital application
76 Adding elements
77 Post-processing

# OLYMPIC PHOTOGRAPHY

Olympic photography is like Olympic sprinting. In both pursuits, success and failure can be separated by hundredths of a second. But Olympic stories are about more than a moment, more than sport. They are about the journey; the lifestyle; the spectacle of the Olympic Games and the daily efforts and impact of the entire Olympic Movement.

By curating photographs, we build on the athlete journey and express how it feels when the world comes together to celebrate.

# REPRESENTING DIVERSITY

The Games feature sports, Olympians and fans from around the globe. The way we use images reflects this diversity.

Always choose images that respectfully portray individuals, and that do not reinforce stereotypes or use objectifying or sexualised imagery. For further guidance, please refer to the IOC Portrayal Guidelines for gender equal, fair and inclusive representation in sport.

When making selections, it is important not only to choose photos that have an aesthetic composition, but also to make sure to balance these four categories, especially if selecting multiple images:

**Sport**
Balance summer and winter sports, as well as individual and team sports.

**Countries**
Represent countries from each continent where possible.

**Gender**
The ratio of men and women should be equal whenever possible.

**Ethnicity**
Balance people of diverse backgrounds and ethnicities.

# STYLE

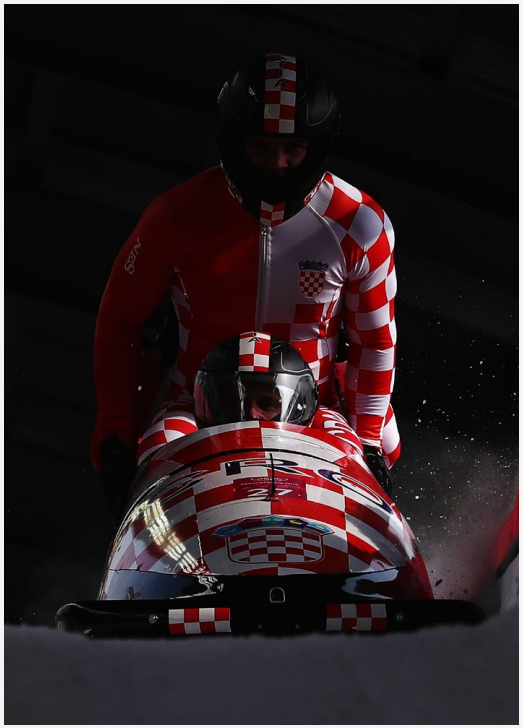
**Composition**
Be bold and striking. Highlight the subject and the action by keeping composition simple. Select photos that incorporate negative space to invite the eye to the main focus.

**Angle**
Mixing wide and close-up shots in layout builds visual interest and hierarchy. Straight, head-on shots as well as bird's-eye view can also create a clean and graphic sensibility.

**Colour**
Images should have deep blacks and crisp highlights, while holding shape and detail, never blown out. They should hold an edge if placed on white. Colour should feel natural and vibrant, not over-saturated. Images should look naturally white balanced, not stylised. Avoid colour effects and photo filters.

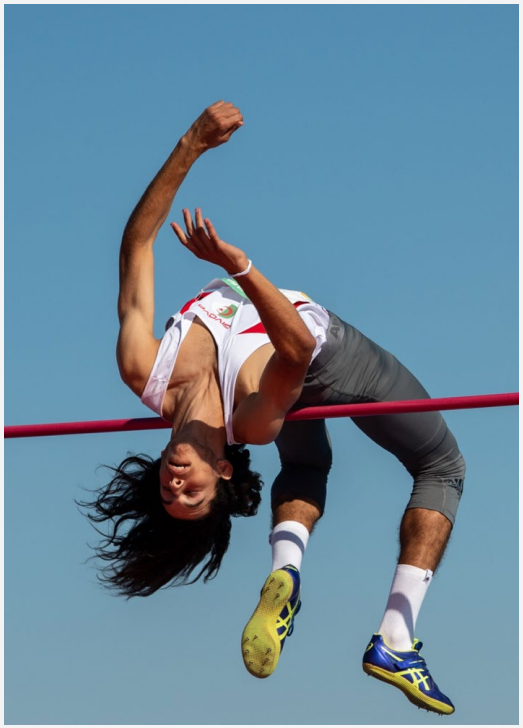
**Themes**
There are four main themes of Olympic images. Depending on the application, sometimes it will be best to balance all themes; other times it will be more useful to focus on one. The themes are:

- Action
- Emotion
- Heritage
- Editorial



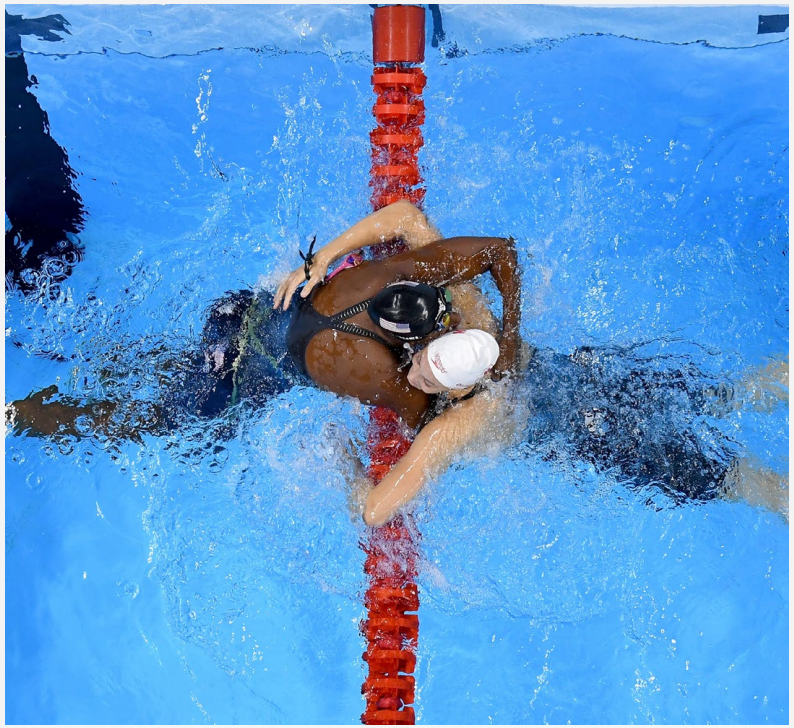
# ACTION

Strength, finesse and agility are part of the excitement of the Games. Striking athletic expression can be found in both the athlete's body and face. Use artful images where the focus might not be on the athlete, but on movement itself.



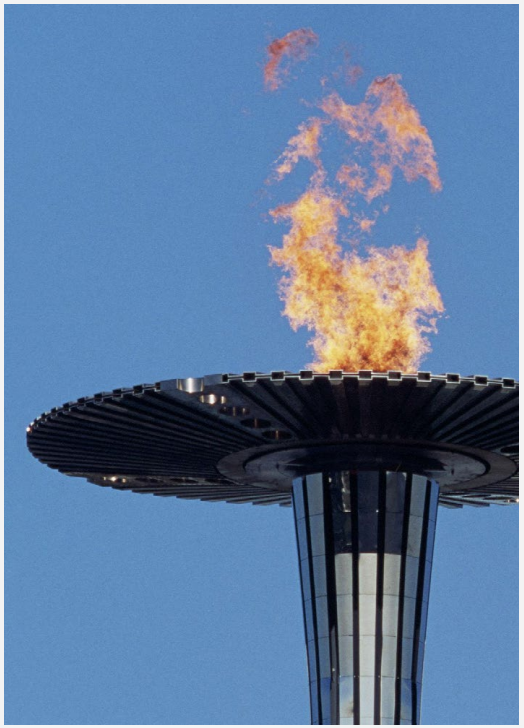
# EMOTION

The Games move us. Our photography should do the same. Athletes helping each other, united in teams or celebrating victory are all good examples of moving moments that reflect the Olympic values.



# HERITAGE

The Olympics have a rich history of inspiring achievements and iconic moments. Use historic photographs as an educational tool to teach and inspire future generations, or simply as a vector for emotion. Showcase historic performances and ceremonies and embrace the vintage feel of these images.



# EDITORIAL

Editorial photography illustrates a story through images. And the stories beyond the Games show how the Olympic brand is relevant year-round. Photography can provide a window into the activities of athletes, Olympic Partners and the IOC, including social development initiatives supported by the organisation.

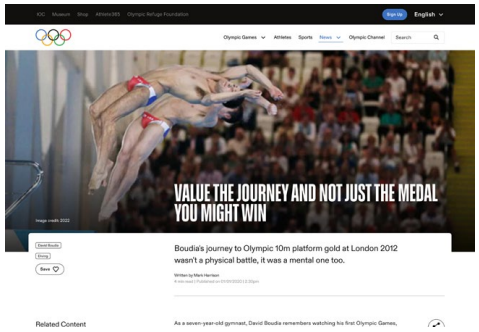
Athlete lifestyle photography should always feel candid and reflect the unique aspects of the athlete and sport. Whether lifting weights at the gym, training along the street in their home town or listening to music before a competition — athletes should be set in their environment.

# PHOTOGRAPHY IN DIGITAL APPLICATION

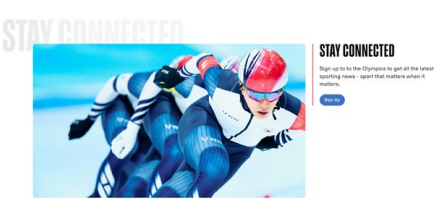
When selecting images for digital use, be cognisent of text placement and favour centrally focused images. In most instances, the top and bottom of the image will be where copy and metadata may be placed.

Accommodate for responsive screen sizes which may alter the aspect or crop of an image too, centrally weighted images will have the most likelihood of not being affected adversely by this.

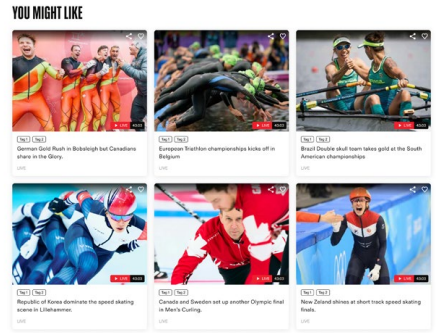
Ensure hero images are not too busy to distract from headline titles.


VALUE THE JOURNEY AND NOT JUST THE MEDAL YOU MIGHT WIN
Boudia's journey to Olympic 10m platform gold at London 2012 wasn't a physical battle, it was a mental one too.
Related Content

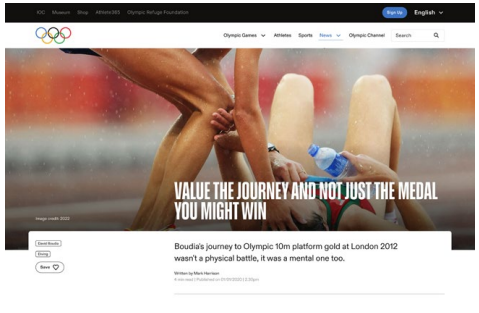
Favour central focused imagery.



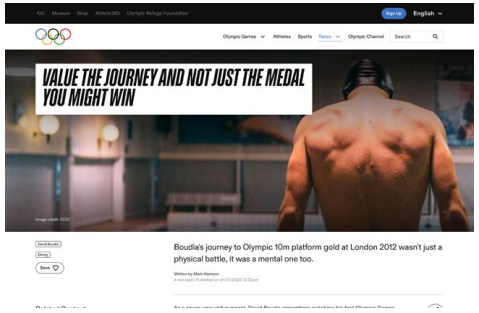

Due to legibility, typography and digital elements such as tags and social icons are placed ontop of a gradient.



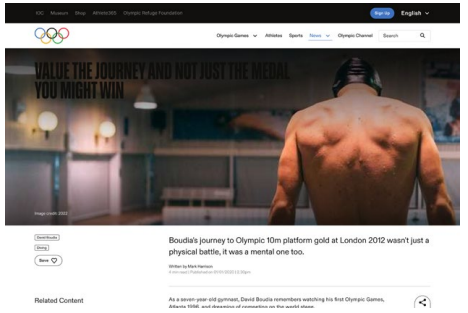

Do not use images with a focal point that is covered by text.


VALUE THE JOURNEY AND NOT JUST THE MEDAL YOU MIGHT WIN
Boudia's journey to Olympic 10m platform gold at London 2012 wasn't a physical battle, it was a mental one too.

Do not add any styling or effects to typography on top of photos.


VALUE THE JOURNEY AND NOT JUST THE MEDAL YOU MIGHT WIN
Boudia's journey to Olympic 10m platform gold at London 2012 wasn't just a physical battle, it was a mental one too.

Do not place low contrast text ontop of photography


VALUE THE JOURNEY AND NOT JUST THE MEDAL YOU MIGHT WIN
Boudia's journey to Olympic 10m platform gold at London 2012 wasn't just a physical battle, it was a mental one too.
Related Content

# ADDING ELEMENTS

When adding branding and typography on top of a photograph, select images with lots of space and low visual noise.

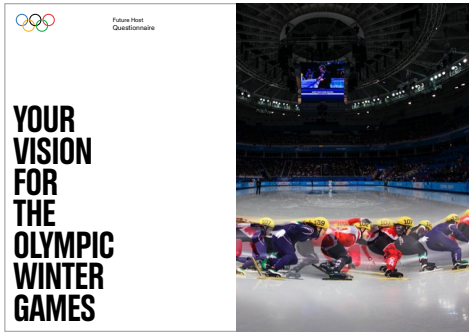
If a busy photograph is important to the communication, use a layout that features the branding and typography in a separate location rather than on top of the photograph.

For more guidance, refer to the Still Images Guidelines.

Text and rings can appear on photographs as long as there is enough contrast for legibility.

Typography within templates can be rearranged to best accommodate a photograph.

If legibility is a concern, typography can always be placed on a white background.




Do not place text on top of busy photographs.

Do not add any styling or effects to typography on top of photos.

Do not place text on top of busy photographs.

# POST-PROCESSING

As a general rule, do not over process photographs. Olympic photography should feel people-centric, and any styling or effects that make photos feel supernatural is not encouraged.

Adding saturation and vibrance can give a photo more energy, but adding too much makes it unrealistic. Coverting to black and white can add a dramatic effect, while darkening an image, or part of an image, can help the photo interact with other elements such as logos and typography.

For more guidance, refer to the Still Images Guidelines.

Original photograph

Vibrance + saturation

Original photograph

Black and white

Original photograph

Corner of image darkened to increase visibility of rings.

# POST-PROCESSING

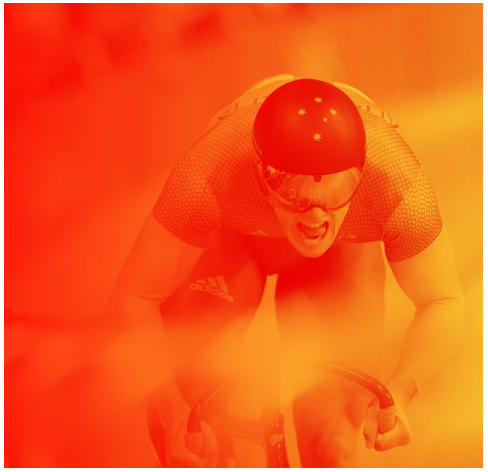
As a general rule, do not over process photographs. Olympic photography should feel people-centric, and any styling or effects that make photos feel supernatural is not encouraged.

Adding saturation and vibrance can give a photo more energy, but adding too much makes it unrealistic. Coverting to black and white can add a dramatic effect, while darkening an image, or part of an image, can help the photo interact with other elements such as logos and typography.

For more guidance, refer to the Still Images Guidelines.

Original photograph

Do not add unnatural styling or effects.

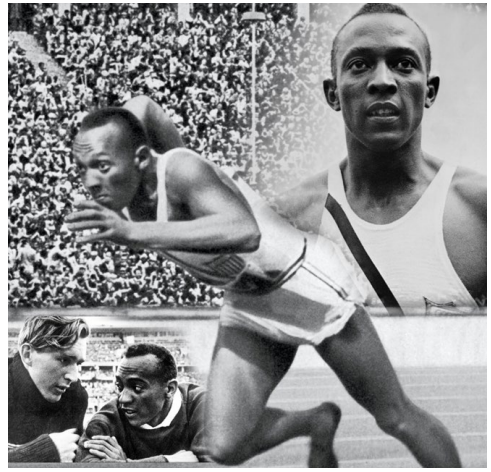


Original photograph

Do not add artificial colouring.

Original photograph

Do not blend images or create supernatural environments.



# 8 ILLUSTRATIONS


79 Concept
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86 Cropping
87 Applications
88 Guidance

# ILLUSTRATIONS

Illustrations are used to express an idea or message in an engaging way. They help tell the Olympic story, especially themes that are difficult to express with words. Unlike photography, illustrations can communicate without singling out a specific time, place or person.

Art and creativity have played a big role in Olympic history. From 1912 to 1948, art competitions were held alongside sport – with Olympic medals awarded to architects, poets and artists. Today, illustration helps communicate and connect in new ways.

# CONCEPT

Illustrations help tell a story and connect to Olympic ideas, old and new. They express themes, values and symbols associated with the Olympic brand.

When developing Olympic illustrations, always consider the concept and look for the most direct way to make the audience understand what you want them to feel and know. Avoid reinforcing stereotypes and, whenever possible, balance sport, countries, gender and ethnicity.

# STYLE AND COLOUR

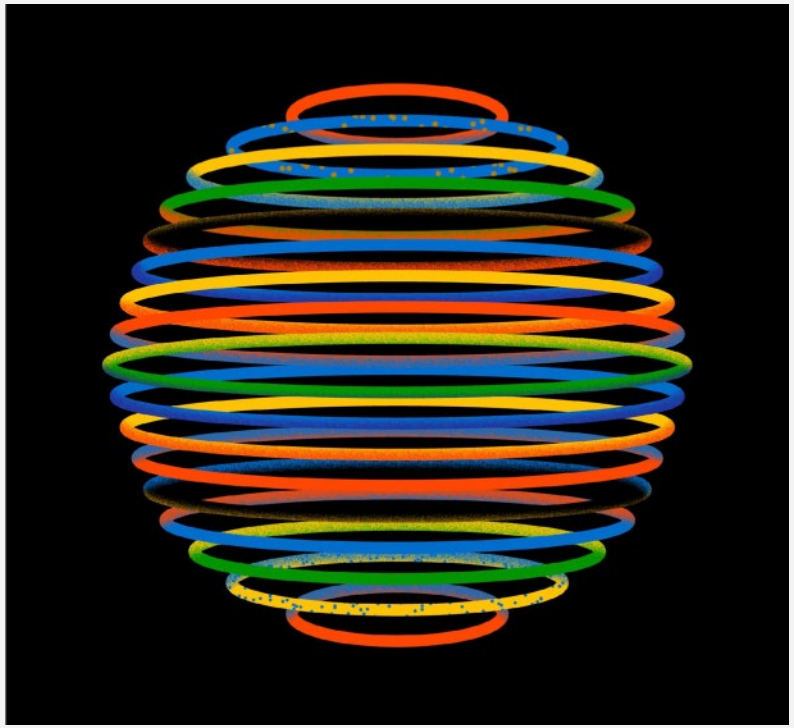
Olympic illustration should be striking and impactful in its approach. Styles vary from geometric to hand drawn, simple to detailed. No matter the aesthetic complexity, illustrations should be clear – with the fewest unnecessary colours, shapes and lines to communicate effectively.

Colour plays an essential role in making illustrations feel Olympic. Use Olympic colours together in a single illustration or individually to bring more visual focus – especially when developing a series of illustrations.

Use extended colours to add accents, highlights and shadow. Never use extended colours in large areas – Olympic colours or medal colours should always be the most visually prominent.

Avoid gradients or overt effects in most circumstances. Olympic colours tend to be most powerful when pure.

The 17 illustrations shown in the following pages are strong examples of impactful Olympic illustrations. The style of these illustrations is not intended to be replicated or imitated. They should instead provide a guiding foundation for the overall approach to Olympic colour, simple lines/shapes and bold ideas when developing additional illustrations.



# ILLUSTRATION TYPES

Olympic illustrations can be used in a variety of applications and sizes, from large display illustrations to small spot illustrations. When developing an illustration, consider the context of how it will be used and develop a solution with the appropriate complexity. An illustration on the cover of a book will need to reflect the broad concept of the entire publication, while an illustration within its pages can represent a more specific idea drawn from the text. On this page, the three different types of illustrations and their uses are outlined.

The first type are display illustrations. These are the largest and are reserved for large formats and prominent places where the detail and colour can be fully appreciated.

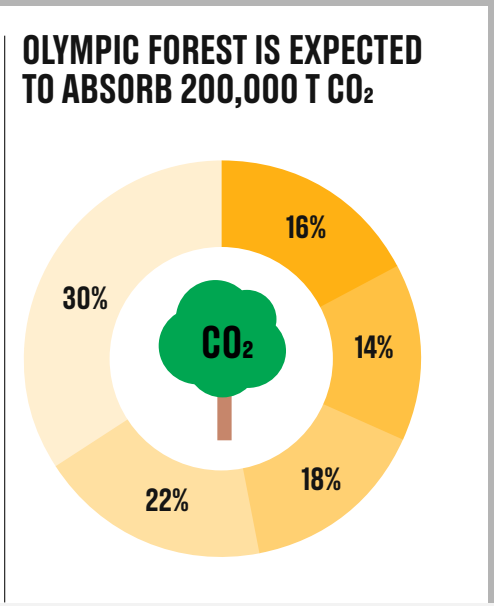
The second type are spot illustrations, which are typically smaller and less detailed. They can also be close-cropped and have no background colour. These are often used within complex layouts next to supporting text. Spot illustrations can also be added to infographics to make complex data more engaging. For guidance, refer to Chapter 10: Infographics.

The third type are supporting icons, which are typically even smaller and less detailed. Icons are small and efficient at communicating, and when used almost like bullet points they can provide a visual cue and make text call-outs more striking and digestible.

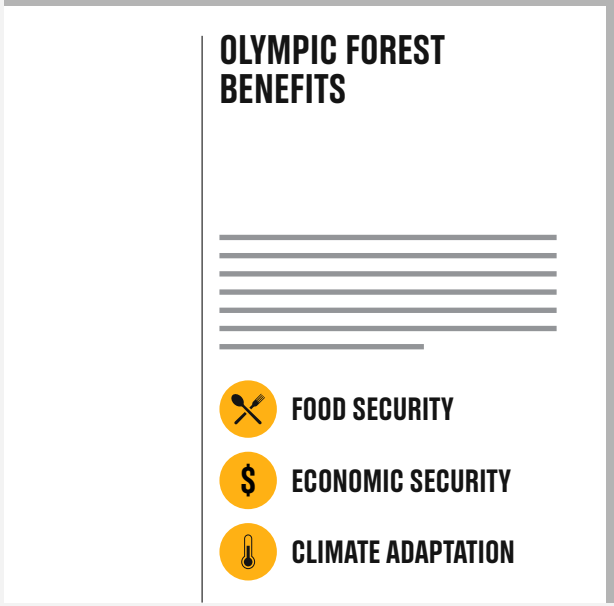
Display illustration (book cover)

Spot illustration (sidebar)

Spot illustration (infographic)




Supporting icons (sidebar)



# COMBINING ILLUSTRATION TYPES

The three different kinds of illustrations can also be used in combination with each other to create complex and engaging layouts, but care should be taken to use the correct type of illustration for the context you're working with.

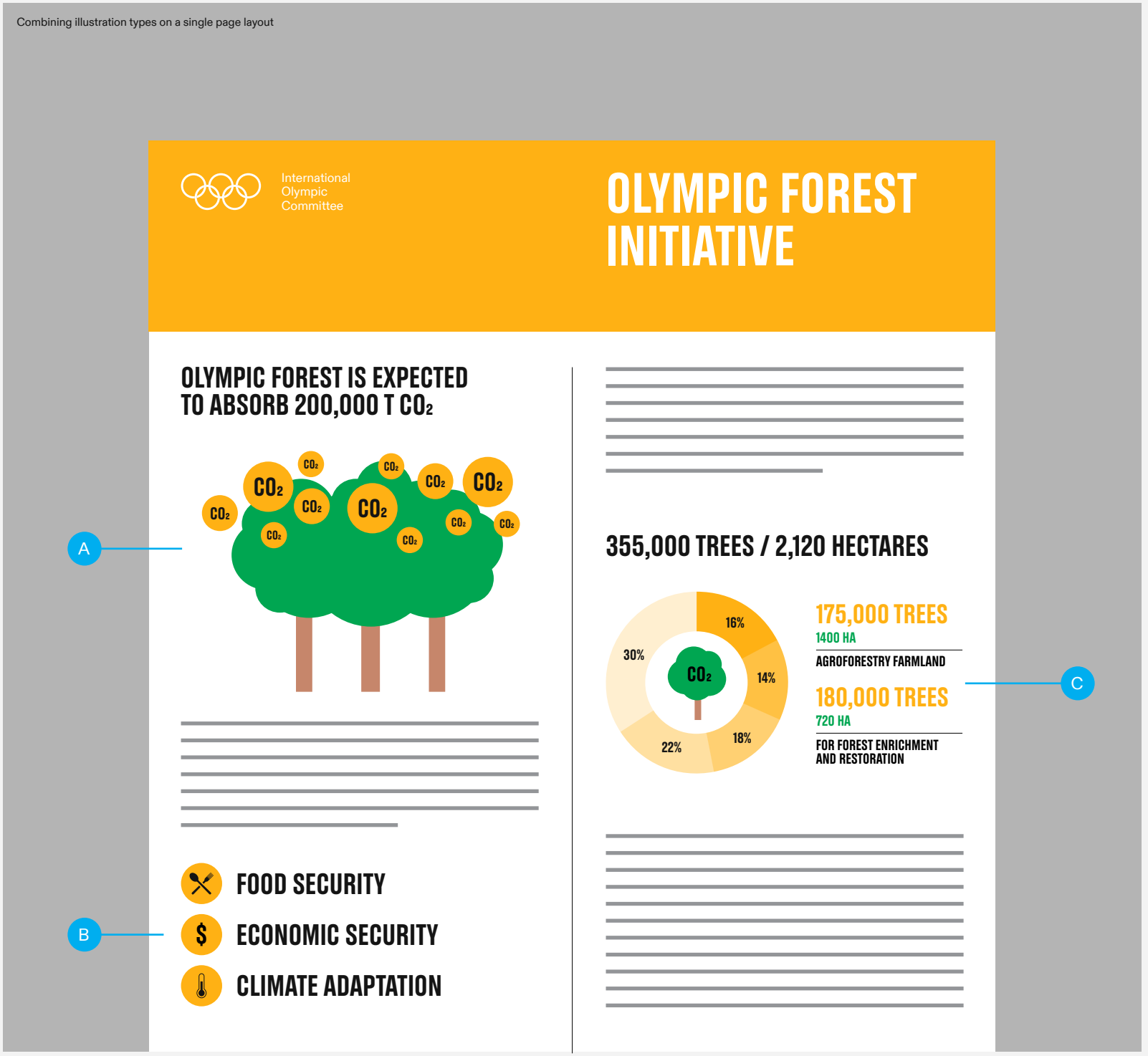
An example is presented here that shows the best way of combining illustrations to create an effective layout. The information is clearly presented and a well defined hierarchy helps the reader easily navigate the large amount of information. In addition to the clear hierarchy, a consistent colour palette and illustration style has been used to ensure a harmonious page layout.

A — A spot illustration is used here to anchor the beginning of the text and communicates the central idea of the following content.

B — A series of icons is used here as bullet points to draw the readers eye to the important points that have been highlighted in the text.

C — A small spot illustration has been added to a doughnut-style chart to create an infographic. This connects the chart with the other illustration at the beginning of the page and continues the theme through all of the visual elements. It is noticeably less complex than the spot illustration at the beginning of the page as space is limited in the infographic and it could easily overwhelm the information.

Combining illustration types on a single page layout



# ILLUSTRATION TYPES GUIDANCE

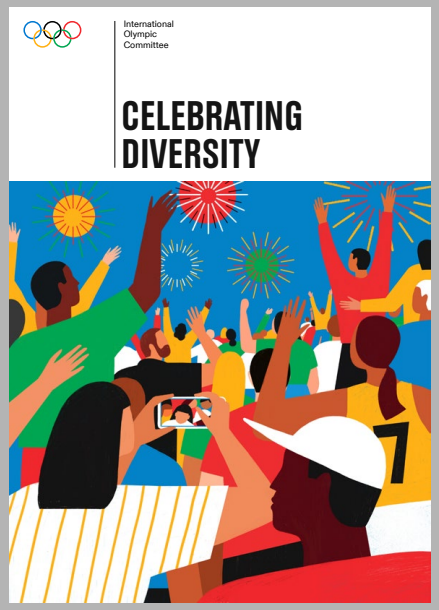
Display illustrations require a large amount of space to work effectively. Don't force a complex image into a small space where it will look cramped and out of place. Display Illustrations should always be given ample space.

Conversely, spot illustrations and icons should also be used in the right circumstances. Placing a simple icon or spot illustration on a book cover will not entice a reader or communicate the concept of the publication as well as a carefully developed illustration.

Give complex display illustrations enough room.

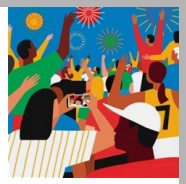
CELEBRATING
DIVERSITY

A specially commissioned illustration with the correct amount of complexity.




Do not use complex display illustrations in small or cramped spaces where details will be obscured.

CELEBRATING
DIVERSITY



Do not use a simple spot illustration in a situation that looks too simple and uninteresting.

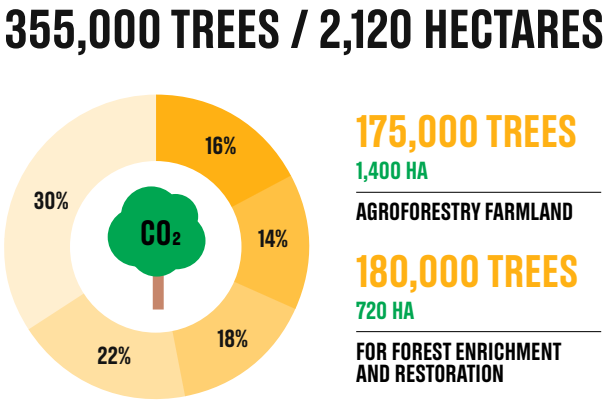
# ILLUSTRATION TYPES GUIDANCE

Icons are most effective when they are simple and quickly communicate a single idea. If an icon is too complex or too many concepts are forced into a small space, this will confuse the reader. Additionally, do not use different styles of icons at the same time to ensure visual harmony and consistency. Try to use either outlined or filled shapes and choose between thick or thin line weights to make sure each icon belongs with its neighbour.

Charts are effective at simplifying complex information, and must not be overwhelmed by complex illustrations or images. When pairing an illustration with a chart to create an infographic, take care to complement and support the goal of the data being shown.

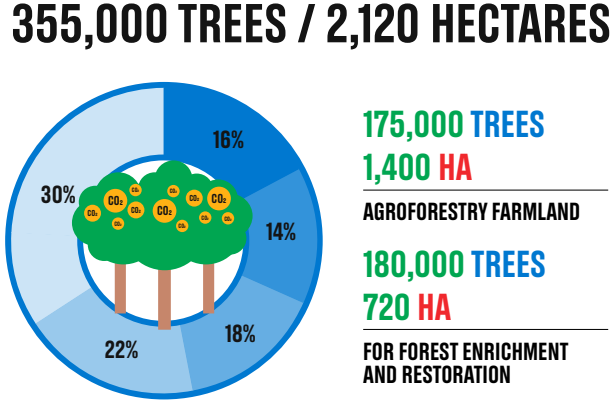
Use multiple icons which feel like they belong together.
Use simple icons which clearly communicate a single idea.
Use short and clear supporting titles.

Use illustrations and icons in charts that support the content.
Use headlines and typography which clearly support the information in the chart.
Use a consistent and selective colour palette.




Avoid using icons that are too complex or literal.
Avoid mixing different icon styles and colours, and icons of differing complexity, at the same time.
Avoid mixing different icon container shapes.

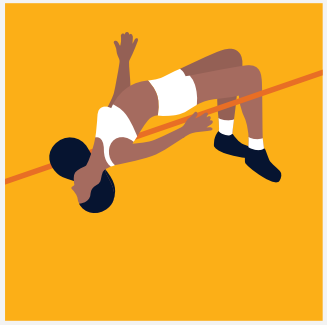
Avoid overwhelming charts by adding complex illustrations.
Avoid using complicated and unnecessary design elements and unclear type hierarchies.
Avoid using too many colours.



# ILLUSTRATION INDEX

Seventeen illustrations have been created for use across publications, digital, environment design and more.

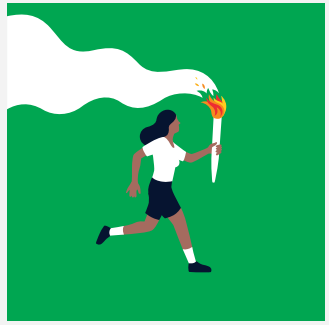
**Together**
by Francesco Ciccolella
Themes: unity, solidarity, teamwork, togetherness, friendship, sport
Versions: blue and green



**High Aspirations**
by Francesco Ciccolella
Themes: sport, achievement, inspiration, measuring human potential
Versions: red, blue, green and yellow

**Synchronised**
by Francesco Ciccolella
Themes: unity, teamwork, solidarity, togetherness, sport

**Olympic Torchbearer**
by Francesco Ciccolella
Themes: optimism, hope, peace
Versions: red, blue, green and yellow



**Olympic Torchbearer**
by Francesco Ciccolella
Themes: optimism, hope, peace
Versions: red, blue, green and yellow

**Celebrate Humanity**
by Francesco Ciccolella
Themes: celebration, solidarity, achievement, unity, togetherness
Versions: blue and green

**Olympic Dove**
by Karan Singh
Themes: peace, hope

**Olympic Dove**
by Karan Singh
Themes: peace, hope

**Globe**
by Karan Singh
Themes: togetherness, unity, peace, hope

**Skater**
by Karan Singh
Themes: progress, innovation, sport

**Hands**
by Karan Singh
Themes: unity in diversity, peace, hope, teamwork, solidarity

**Flame**
by Karan Singh
Themes: peace, hope, solidarity

**Olympic Fans**
by Abbey Lossing
Themes: uniting the world, togetherness, celebration, solidarity

**Rock Climbing**
by Abbey Lossing
Themes: progress, innovation, sport, equality

**Relay**
by Abbey Lossing
Themes: athleticism, teamwork, sport

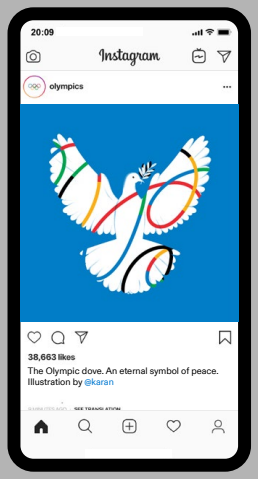
**Summer Collage**
by Abbey Lossing
Themes: achievement, performance, excellence, unity in diversity, sport

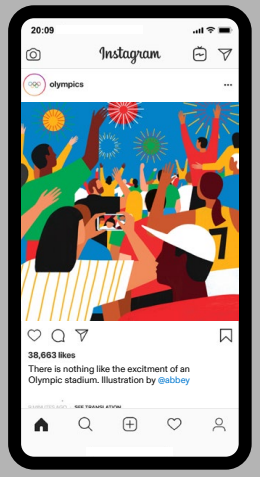
**Winter Collage**
by Abbey Lossing
Themes: achievement, performance, excellence, unity in diversity, sport

# CROPPING

When cropping for different orientations, the meaning and spirit of the original illustration should be maintained.

# APPLICATIONS



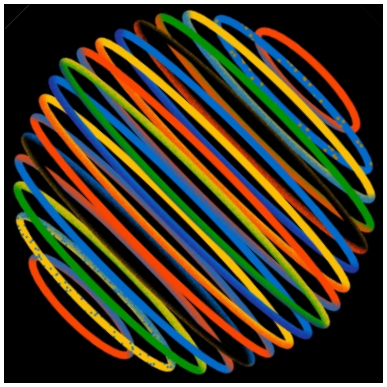
# GUIDANCE

Always honour the intention of the artwork and concept when applying.

Do not modify colour. Use only the illustrations and corresponding colour versions which exist.

Do not abstractly crop the artwork or add additional elements or text.

Do not rotate or alter the original intention of the concept.



Do not combine multiple illustrations.

# 9

# PICTOGRAMS

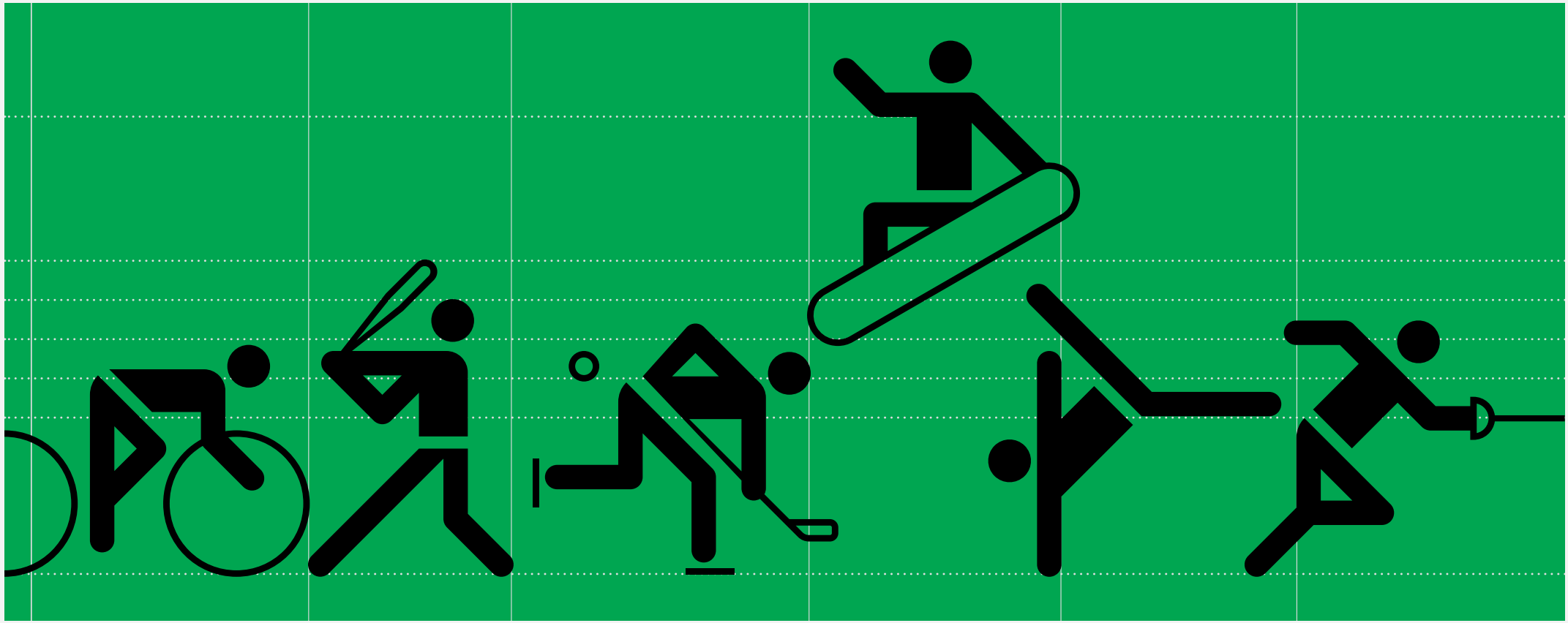

92 Universal pictograms
93 Construction, clear space, and minimum size
94 Summer sports
96 Winter sports
97 Functional icons
99 Versions
100 Backgrounds
101 Pictogram colour
102 Alignment and grid
103 Removing containers
104 Applications
105 Guidance

# UNIVERSAL PICTOGRAMS

Pictograms are graphic icons used to communicate information without words and capture the spirit of each sport—all in a few simple lines and shapes.

They have been part of Olympic design programs since they were first introduced at Tokyo 1964. The icons were designed to speak to an international audience with diverse language and cultural backgrounds. Not only functional, they also adorned the field of play and became synonymous with Olympic identities. Since 1964, each Games has iterated on the pictogram system, evolving the style to reflect the host city.

The universal Olympic pictogram system introduced here builds on the groundwork of Olympic history with pure geometry and precise visual rhythm. A timeless approach built for the future.



# CONSTRUCTION, CLEAR SPACE & MINIMUM SIZE

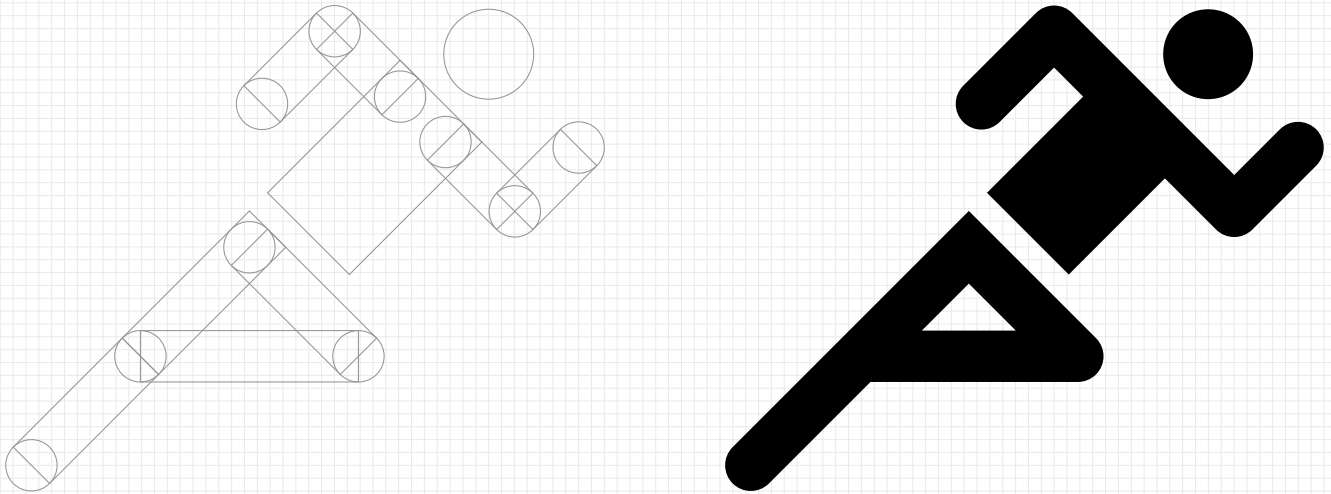
The human form provides a consistent and dynamic foundation for the extensive system of sport pictograms. The figure is built off a grid with uniform line weights and geometry. Joints are set at 45° and 90° angles to create an orderly, functional and attractive visual rhythm.

The same grid and approach is used in the construction of all functional icons introduced later in this chapter.

**Minimum size**
The pictograms have been designed to retain high legibility across print and digital at a range of scales and distances. Visual integrity should be maintained at all times and will vary depending on the scale and resolution. Minimum size for pictograms is 5mm / 20 pixels.

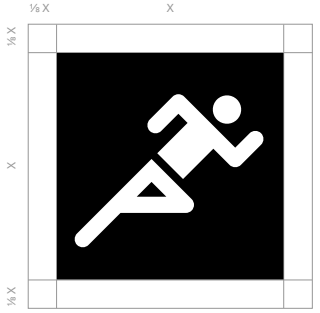
**Clear space**
The clear space [1/8 X] represents the minimum safe area around a pictogram in application. This area should be kept free of other graphic elements, including other pictograms.

Construction



Minimum size

Clear space



# SUMMER SPORTS

There are 75 pictograms representing summer sports. They include sports from all editions of the Olympic Games and Youth Olympic Games, as well as sports which are not in the Olympic programme.

3×3 Basketball

Archery

Artistic Gymnastics

Artistic Swimming

Athletics

Badminton

Baseball 5

Baseball Softball

Basketball

Basque Pelota

Canoe Slalom

Canoe Sprint

Beach Handball

Beach Soccer

Beach Volleyball

Boxing

Breaking

Canoe Marathon

Canoe Ocean Racing

Canoe Slalom

Canoe Sprint

Coastal Rowing

Cricket

Cycling
BMX Freestyle

Cycling BMX Racing

Cycling Mountain Bike

Cycling Road

Cycling Track

Diving

Equestrian

Equestrian Dressage

Equestrian Eventing

Equestrian Jumping

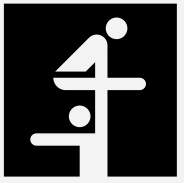
Equestrian Vaulting

Fencing

Football

Futsal

Golf


Gymnastics Acrobatic

Gymnastics Rhythmic

Handball

Hockey

Hockey 5s

Jeu de paume

Judo

Karate

Lacrosse

Marathon Swimming

Modern Pentathlon

Modern Pentathlon (Y)

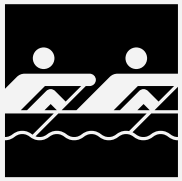
# SUMMER SPORTS

Polo

Rackets

Roller Speed Skating

Roque Croquet


Rowing

Rugby

Rugby Sevens

Sailing

Shooting

Skateboarding

Sport Climbing

Surfing

Swimming

Table Tennis

Taekwondo

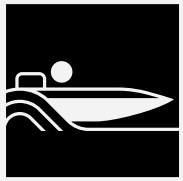
Tennis

Trampoline

Triathlon

Tug of War

Volleyball


Water Motorsports

Water Polo

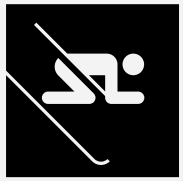
Weightlifting

Wrestling

Wushu

# WINTER SPORTS

There are 18 pictograms representing winter sports. They include sports from all editions of the Olympic Winter Games and Winter Youth Olympic Games, as well as sports which are not in the Olympic programme.



Alpine Skiing

Biathlon

Bobsleigh

Cross-Country Skiing

Curling

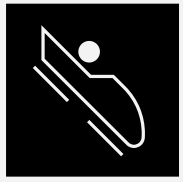
Figure Skating

Freestyle Skiing

Ice Hockey

Luge

Military Patrol



Monobob

Nordic Combined

Short Track
Speed Skating

Skeleton

Ski Jumping

Ski Mountaineering

Snowboard

Speed Skating

# FUNCTIONAL ICONS

There are 95 functional icons for various uses from digital to wayfinding, including common Olympic themes.

Accreditation

Achievement

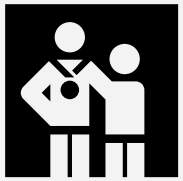
Anthem/Music

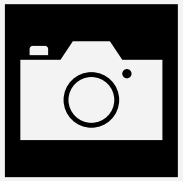
Approved

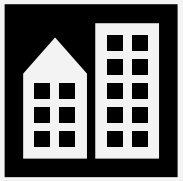
Article/Newspaper

Athletes

Athlete Education


Athlete Role Model


Camera


Cities

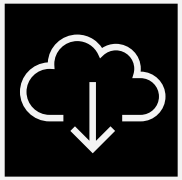
Click Here

Cloud

Contract

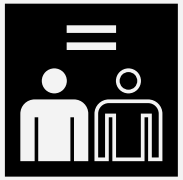
Culture

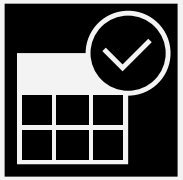
Document


Download

Education

Email


Equality


Event

Excellence

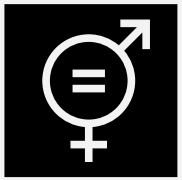
Fair Play

Festival Sites

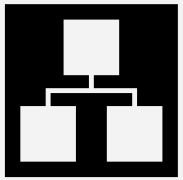
File

Fixing

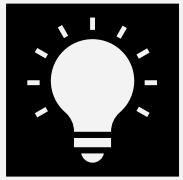
Friendship


Gender Equality

Health

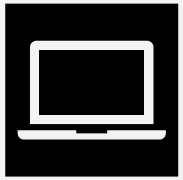

Hierarchy

Human Rights


Ideas

IFs

Inclusion/Diversity


Laptop

Learn & Share

Legacy

LGBTQI+

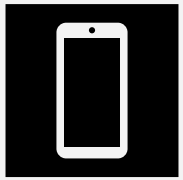
Livelihood

Local Communities

Location

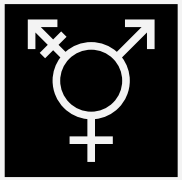
Mental Health

Mission


Mobile Phone

MRHs

NOCs


Non-Binary/
Gender Fluidity/
Gender Inclusion

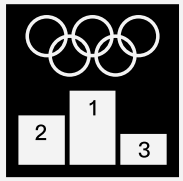
Nutrition

OCOGs

Olympic Flame

Olympic Medal

# FUNCTIONAL ICONS

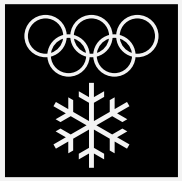


Olympic Podium

Olympic
Summer Games

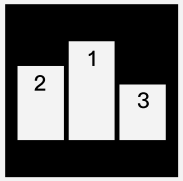
Olympic Torch

Olympic Torch Relay


Olympic
Winter Games

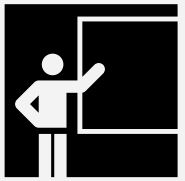
Peace

People



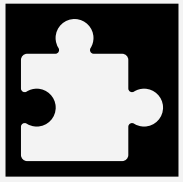
Podium

Policies/Procedures


Presentations

Priority/Important Info

Privacy/Private Life


Puzzle

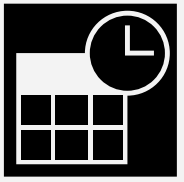
Questions/FAQ

Reading

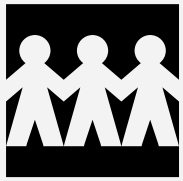
Refused

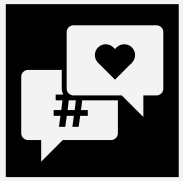
Respect

Safety/Protection


Schedule

Settings


Social Development


Social Media

Solidarity

Speech Bubble

Sport Initiation
Summer

Sport Initiation
Winter

Sustainability

Target

Teamwork/Teams

Timing/Clock

TOPs

Training

Transport Bus

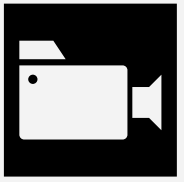
Transport Car/Taxi

Universality

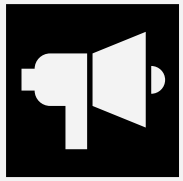
Upload

Useful Information

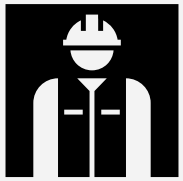
Victory Ceremonies


Video

Virtual Sports


Voice/
Freedom of Speech

Workforce Employees


Workforce
Supply Chain

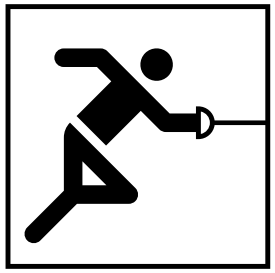
YOGOCs

Youth Olympic Village

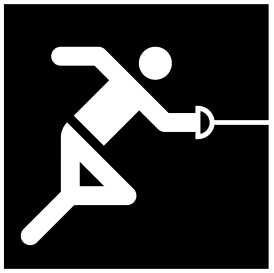
# VERSIONS

Pictograms are available with an outlined container and filled container. Each is provided in black and white. Functional icons are also available without a container.

Outlined, black

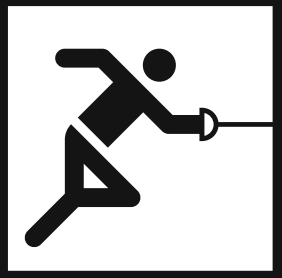


Filled, black



Outlined, white

Filled, white



# BACKGROUNDS

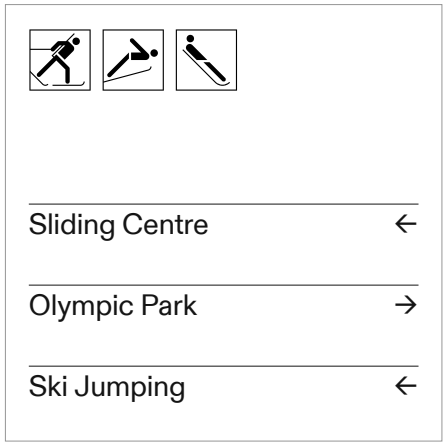
Black or white pictograms may appear on any primary or medal colour from the Olympic palette as shown here.

# PICTOGRAM COLOUR

Pictograms should be black or white in most instances. In specific cases where the use of colour provides particular functional or aesthetic benefit, pictograms may be filled with an Olympic or medal colour when appearing on a white background only.

When placing pictograms on a photograph, ensure legibility is maintained. Do not use colour pictograms on photos.

Pictograms should be black or white in most instances.

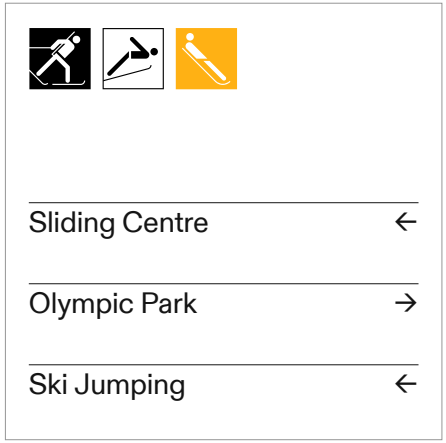



In certain cases where colour provides particular functional or aesthetic benefit, pictograms may be filled with an Olympic or medal colour on a white background only.

GOLF
A very simple sport, golf consists of "playing a ball with a club from the teeing ground into the hole by a stroke or successive strokes in accordance with the Rules." That's the first rule in the Rules of Golf.
Golf is undoubtedly one of the oldest existing codified sports. Indeed, it was in the city of St. Andrews in Scotland that the first rules were established in 1754. But some research shows that a similar sport was
practised beforehand under the name "colf" or "kolven" in the Netherlands, and arrived on the British Isles in the 15th century.

Use white or black pictograms on photos.

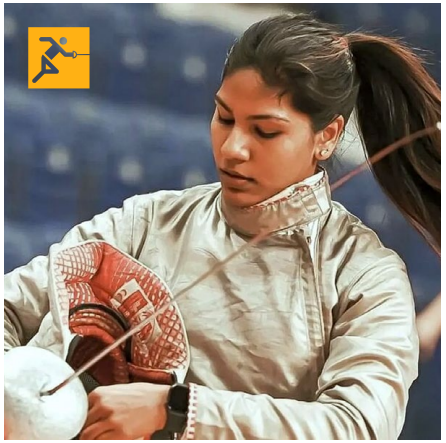
Do not use multiple pictogram versions or colours in a single layout.




Do not combine colour pictograms with colour backgrounds.

GOLF
A very simple sport, golf consists of "playing a ball with a club from the teeing ground into the hole by a stroke or successive strokes in accordance with the Rules." That's the first rule in the Rules of Golf.
Golf is undoubtedly one of the oldest existing codified sports. Indeed, it was in the city of St. Andrews in Scotland that the first rules were established in 1754. But some research shows that a similar sport was
practised beforehand under the name "colf" or "kolven" in the Netherlands, and arrived on the British Isles in the 15th century.

Do not use colour pictograms on photos.



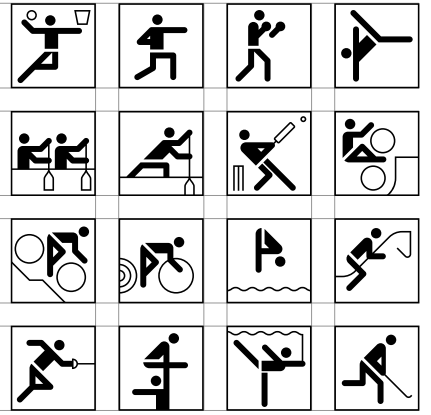
# ALIGNMENT AND GRID

The size of the pictograms should have a proportional relationship with the size of the Olympic rings and typography in layout. In many cases, the size of the pictograms should align with the rings or text line heights — most often one, two or three lines of type.

When arranging multiple pictograms, use a consistent grid and style that relates the rest of the design. Do not mix different versions, colours and sizes in a single layout.

TITLE OF
THE DOCUMENT

THE
TAGLINE



Long title of
the document

Auxiliary
text goes
here

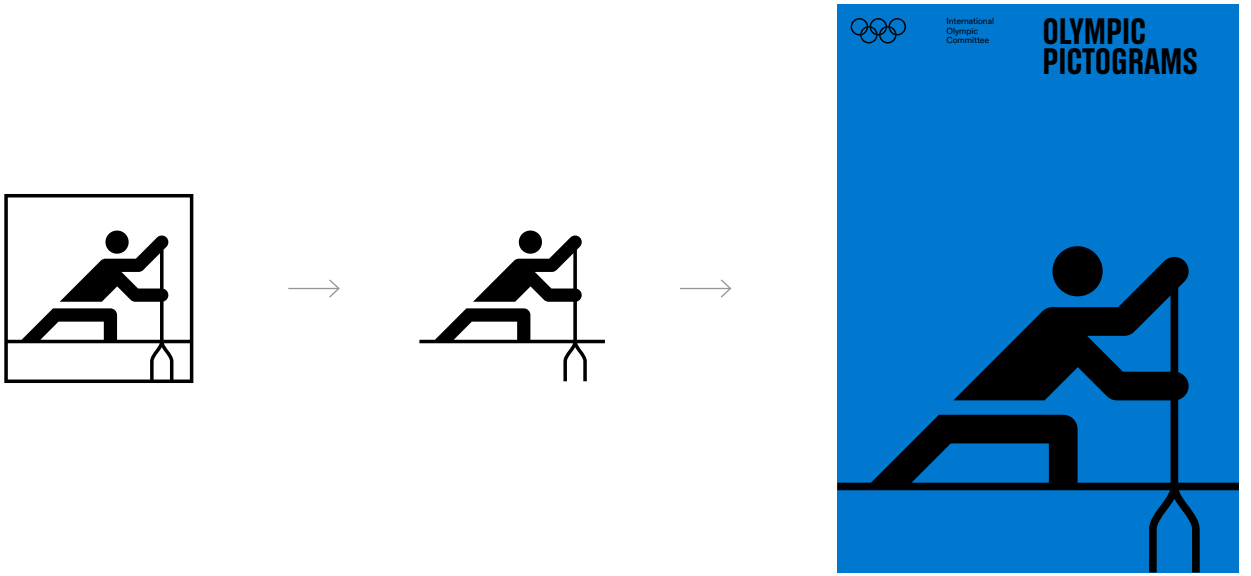
# REMOVING CONTAINERS

Where more creativity and flexibility is desirable for feature applications, sport pictograms may be used independently from their outlined or filled containers.

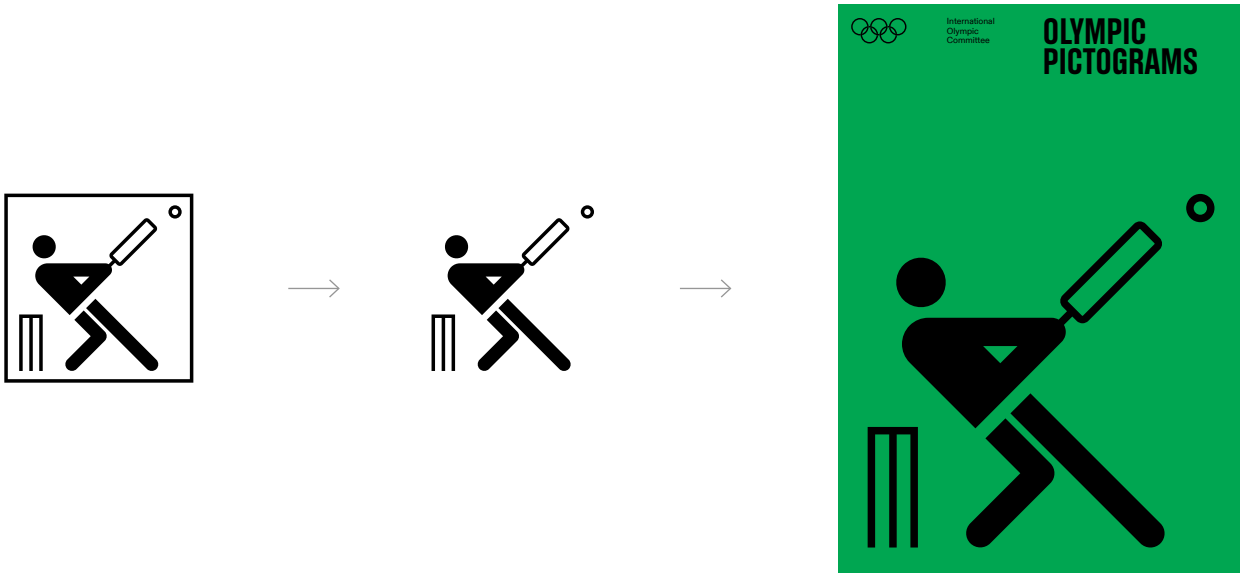
Any cropped elements, such as equipment or environment lines, should be arranged to bleed off the edge of the composition.

If arranging multiple sports, the scale of each pictogram should be consistent.

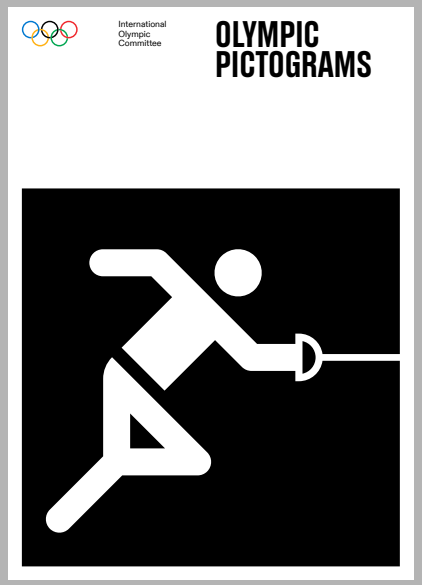
Cropped pictograms should be arranged to bleed off the composition.

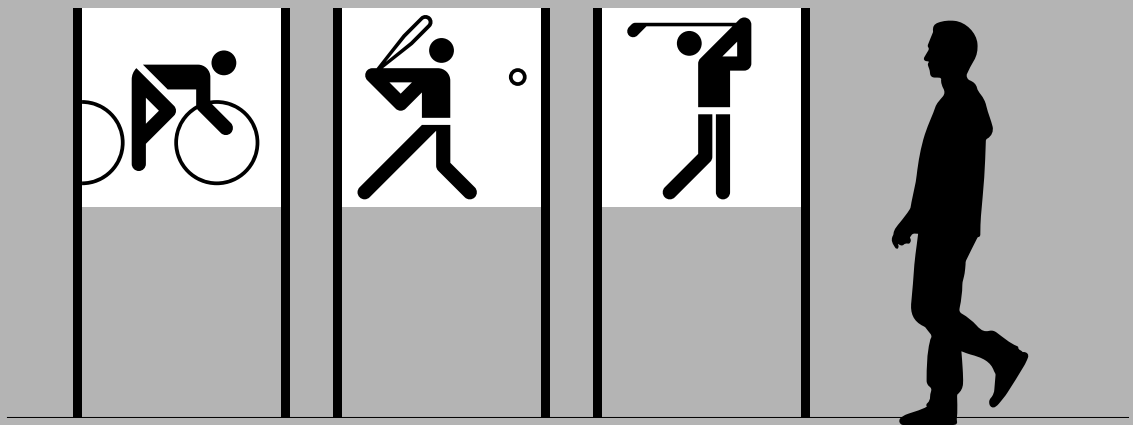



The spacing of the container should often be maintained in the composition.



# APPLICATIONS



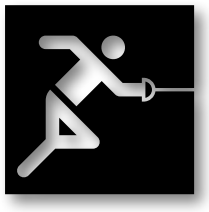


# GUIDANCE

Pictograms should not be altered in any manner unless otherwise specified. These are examples only and are not exhaustive.

Do not use unapproved background colours. This includes extended palette.

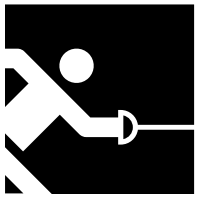
Do not add any effects (such as drop shadows).



Do not use unauthorised colours or combinations.

Do not flip or rotate.

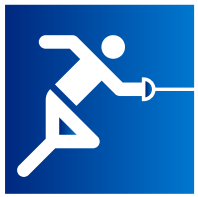
Do not crop.



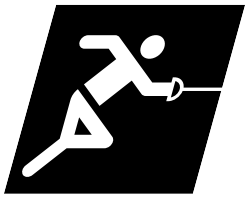
Do not introduce or overlap with other elements.

Do not fill with graphics or imagery.

Do not add gradients.



Do not distort.

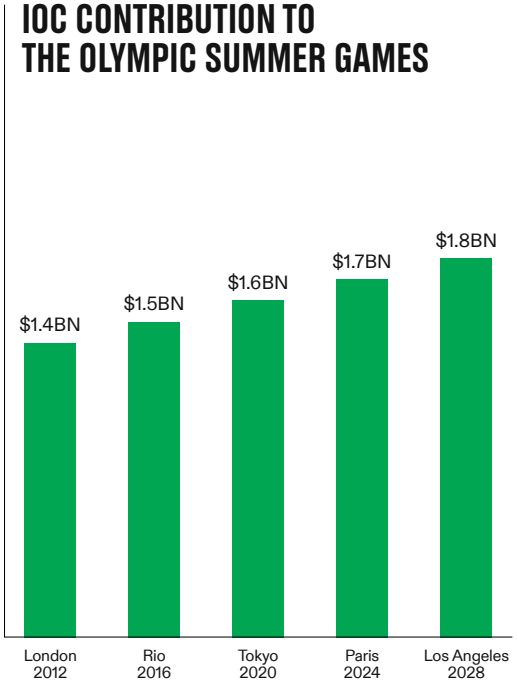


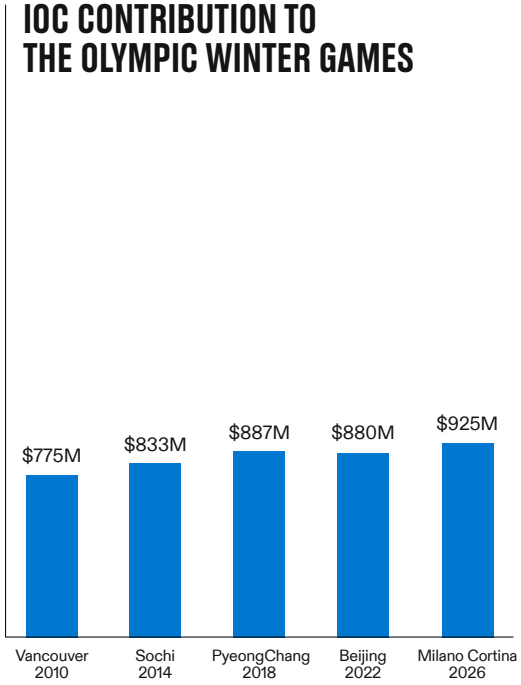
# 10 INFOGRAPHICS


108 Highlighting data
109 Part-to-whole charts
110 Comparison charts
111 Infographics examples
112 Infographics with icons
113 Infographics guidance
115 Maps

# INFOGRAPHICS

Infographics are graphic representations of information and data. They are designed to help simplify dense or complex information, allowing patterns and trends to emerge, and making it easy to compare data and use it to tell a story. Infographics should always be organised, structured on a grid and easy to understand.



# HIGHLIGHTING DATA

There are many ways to express data without the use of complex graphics. Highlighting key figures with the Olympic Headline typeface or presenting them in tables offers a very readable and elegant way to format dense data.

**Number (single)**
Highlights a number

1.8M

**Simple table**
Compares, ranks or displays multiple piece of data

| | |
|---|---|
| Lorem Ipsum | ABC |
| Dollor Sit | DEF |
| Amet Callebum | GHI |
| Ipsum Dollor | JKL |
| Sit Amet | MNO |

**Complex table**
Compares, ranks or displays multiple pieces of data

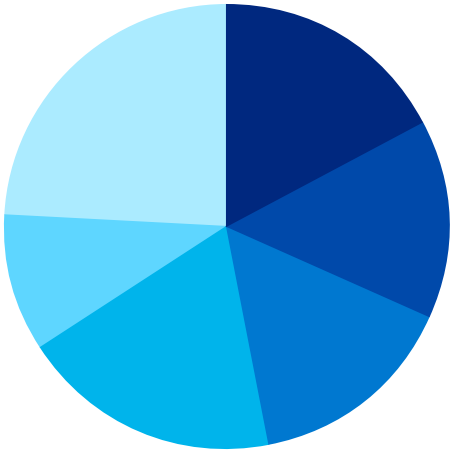
## TABLE TITLE EXAMPLE OF INFORMATION

| Example of data | | Competition Venues | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Venue number | Venue name | Name of zone (if applicable) | Name of cluster | Seating bowl capacity | Standing area capacity | Total gross capacity | Temporary seating capacity | Legacy seating capacity | Current use | Post-Games use | Games-time warm-up capacity (if required) | |
| | | | | | | | | | | | | | Number of fields of play | Brief description |
| Biathlon | Biathlon | | | | | | | | | | | | | |
| Bobsleigh | Bobsleigh | | | | | | | | | | | | | |
| | Skeleton | | | | | | | | | | | | | |
| Luge | Luge | | | | | | | | | | | | | |
| Curling | Curling | | | | | | | | | | | | | |
| Ice Hockey | Ice Hockey | | | | | | | | | | | | | |
| Skating | Short Track | | | | | | | | | | | | | |
| | Figure Skating | | | | | | | | | | | | | |
| | Speed Skating | | | | | | | | | | | | | |
| Alpine Skiing | Downhill | | | | | | | | | | | | | |
| | Super-G | | | | | | | | | | | | | |
| | Giant Slalom | | | | | | | | | | | | | |
| | Slalom | | | | | | | | | | | | | |
| | Alpine Combined | | | | | | | | | | | | | |
| | National Team Event | | | | | | | | | | | | | |

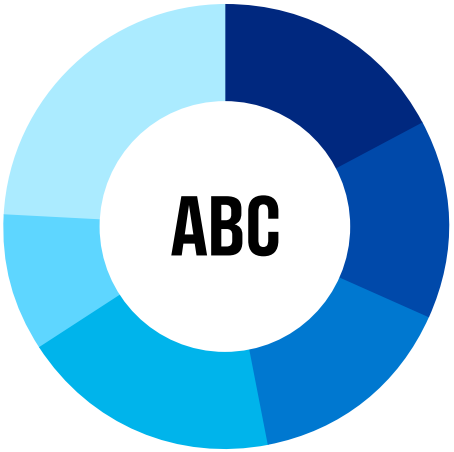
# PART-TO-WHOLE CHARTS

Part-to-whole charts show how partial elements add up to a total.

**Pie**
Expresses portions of a whole.



**Doughnut**
Expresses portions of a whole while highlighting the overall data.



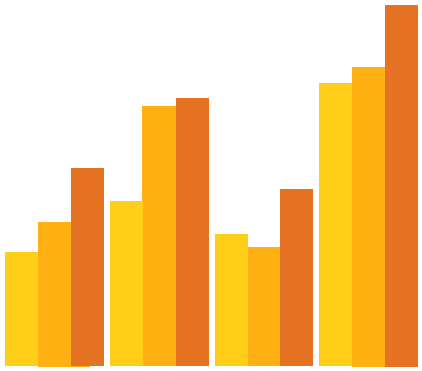

**Sunburst**
Compares variations between multiple pieces of data in proportion to the whole.

**Grader**
Expresses multiple points of data in proportion to the whole.

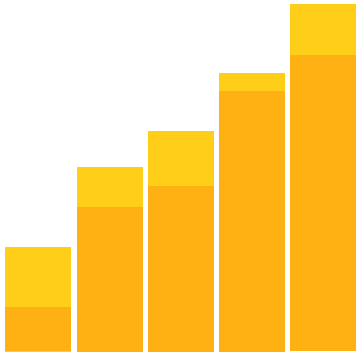
# COMPARISON CHARTS

Comparison charts compare data between multiple distinct categories.

**Grouped bar**
Each group compares multiple data points.

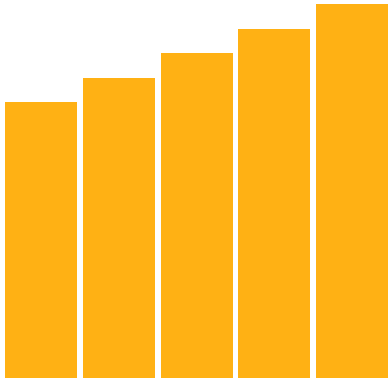


**Stacked bar**
Each stack compares two data points.



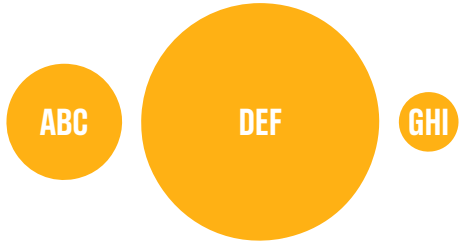
**Stacked area**
Expresses and compares data variation.

**Bar**
Compares, ranks or highlights variations.



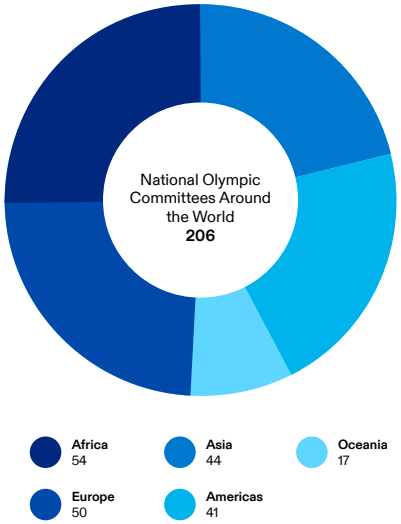
**Lines**
Compares, ranks or highlights variations.

**Bubbles**
Expresses size difference in data.

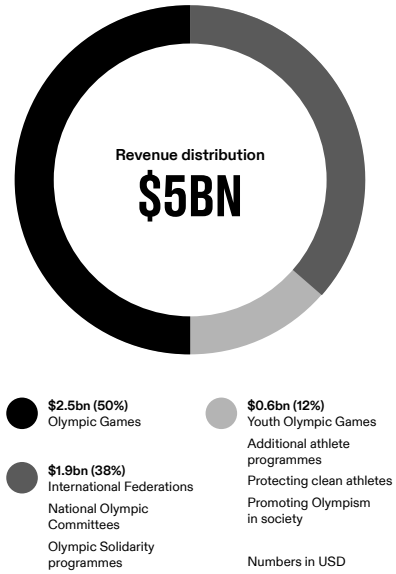


# INFOGRAPHICS EXAMPLES

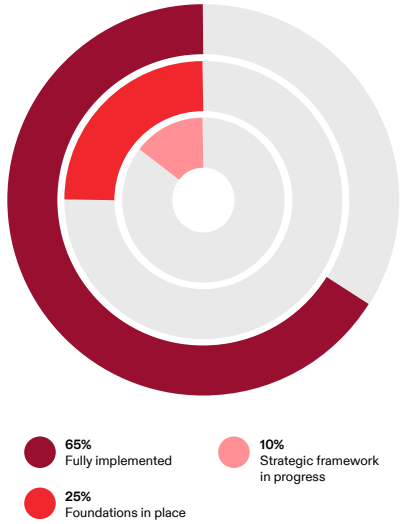
Doughnut



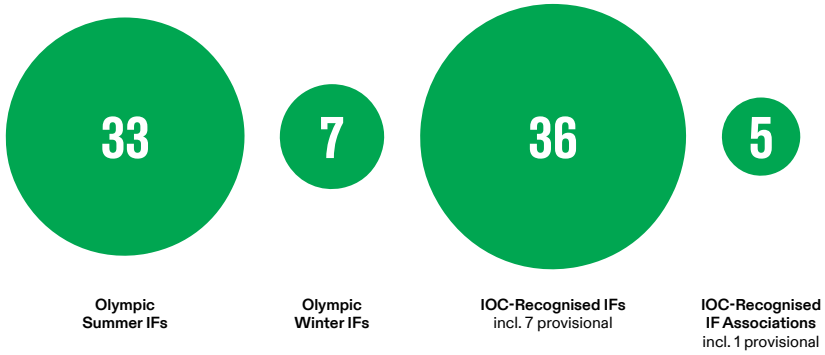

Doughnut



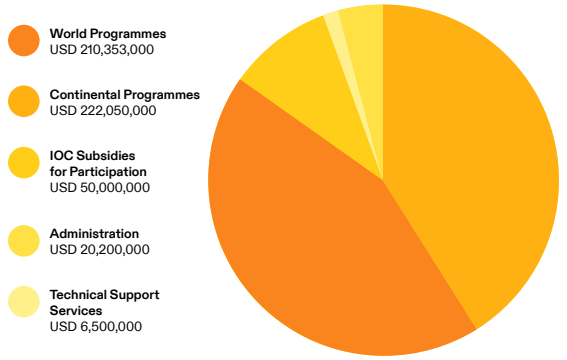

Sunburst




Bubbles




Pie



# INFOGRAPHICS WITH ICONS

Icons, such as those presented in Chapter 8, and spot illustrations may be used to highlight information or data. The theme of the artwork should correspond to the data.

A spot illustration is an illustration used by itself, usually to accompany text, but not as large as a feature illustration. When developing spot illustrations, look for the most direct way to make the audience understand what you want them to feel and know. Spot illustrations should be clear — with the fewest unnecessary colours, shapes and lines to communicate effectively. Olympic colours or medal colours should always be the most visually prominent.

Icons + statistics

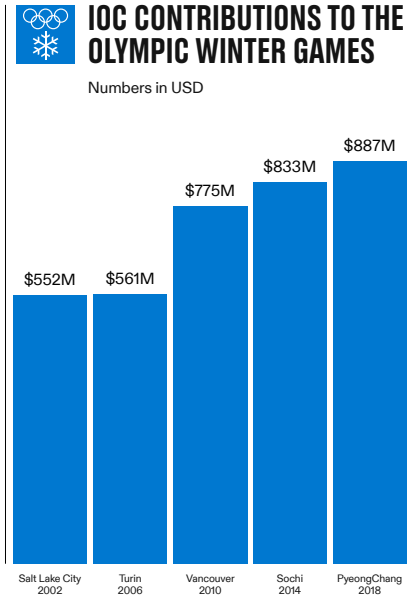
**60%**
Reduction in water usage at Olympic House

**48%**
Female participation at the Games, the highest ever

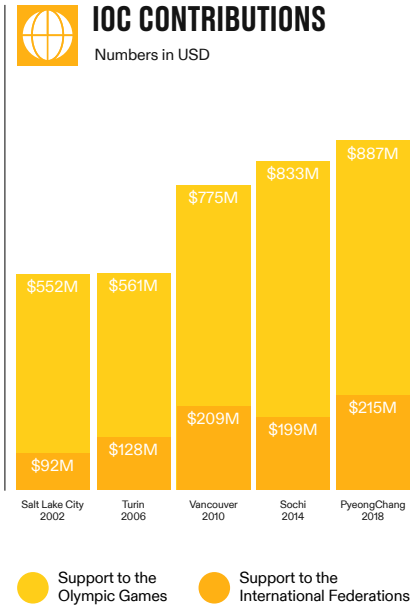
**193**
Nations signed the Olympic Truce in 2012

**204M**
People participated in the 2012 Cultural Olympiad

Bar

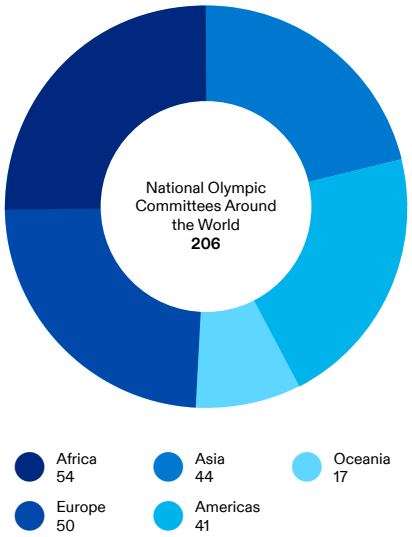



Stacked bar

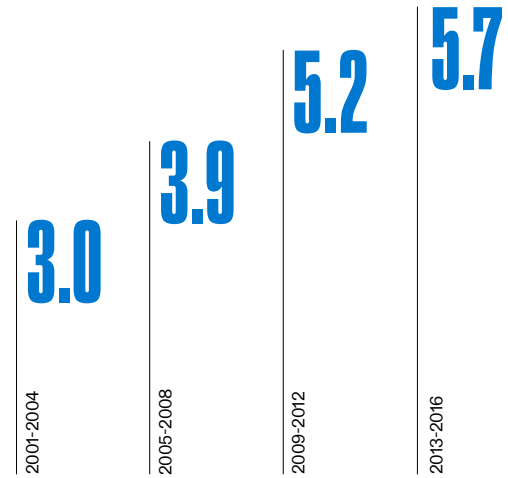


# INFOGRAPHICS GUIDANCE

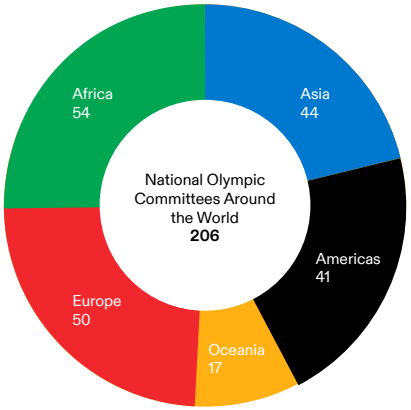
Use multiple shades of a same colour.
Use coloured dots to link the data to a chart.



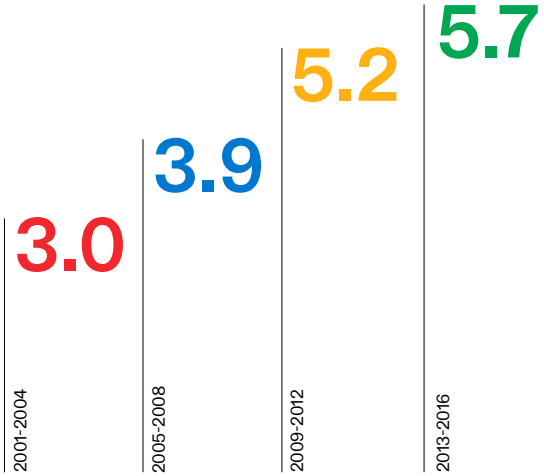

Use Olympic Headline when highlighting numbers.




Avoid using multiple Olympic colours in a single chart.
Avoid putting data on top of the chart.

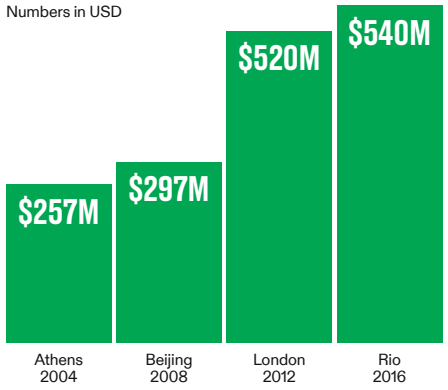



Avoid using Olympic Sans to highlight numbers.
Avoid using multiple Olympic colours to highlight numbers.

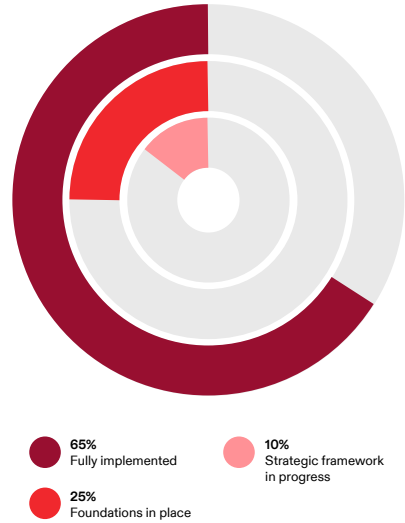


# INFOGRAPHICS GUIDANCE

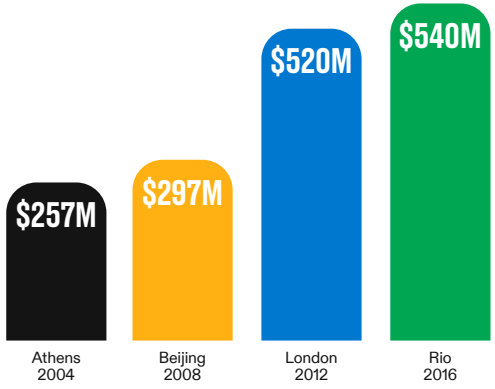
Use tight and consistent spacing between each bar.
Use a single colour for all bars.



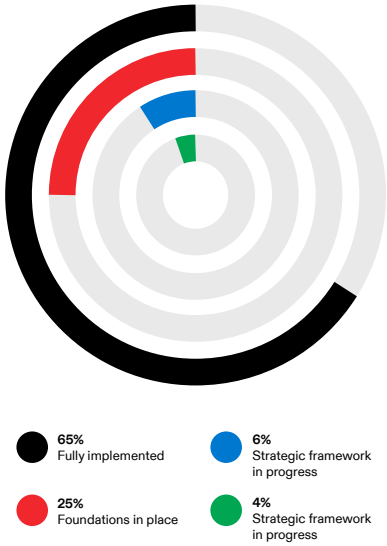

Use light grey full circles as the background of the graph.
Use multiple shades of the same colour.
Use consistent tight spacing between each round of the graph.




Avoid multiple Olympic colours in a single graph.
Avoid using round corners on the bars.




Avoid mixing and matching multiple colours from the Olympic colour palette in the same graph.
Avoid spacing out the circles.
Avoid using more than three circles.



# MAPS

Neutral colours are used for maps so that any infographics which may appear over the top can be easily read.

# 11 COMPOSITION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120 Rings and alignment
121 Fine lines
122 A4 portrait layouts
123 A4 landscape layouts
124 Display layouts
125 Digital layouts
126 Spacing in digital
127 Layering digital components

# COMPOSITION

The composition system helps professional designers create elegant and sustainable design across all touchpoints. By using simple, structured grids and utilising design templates, the system stays flexible and easy to apply — and a bold use of space allows for inviting forms of expression, in line with the personality of the Olympic brand.

## LOREM IPSUM DOLORSIT

Labo arcipsa ndeleni millaborum labo. Es as qui optatqui voluptatiur aliquam, odissimus, si voloribus dit dunte magnihicati is ut dolores que natur autemporepra doluptatem exerite quo maiorepudi omniscid minis sitae lit, experum volupta quae sum sit aute ne dessi ulliqui volorecatur, et, ommolori acestiusae porporror aliti doluptatisto werertte oekrt.

# GRIDS AND FORMATS

Grids help maintain an underlying structure and elegant ratios. They are an essential aspect of Olympic design. The following underlying grids should be used for all communications.

For further guidance and template files, please refer to the IOC Publication Guidelines.

**Margins**
In most applications, the margin should be equal on all four sides. Printed double-page spreads are an exception where extra margin space is needed in the middle of the document to ensure good readability.

Tight margins are part of the Olympic brand. In-house printers for documents such as stationery may need slightly larger margins.

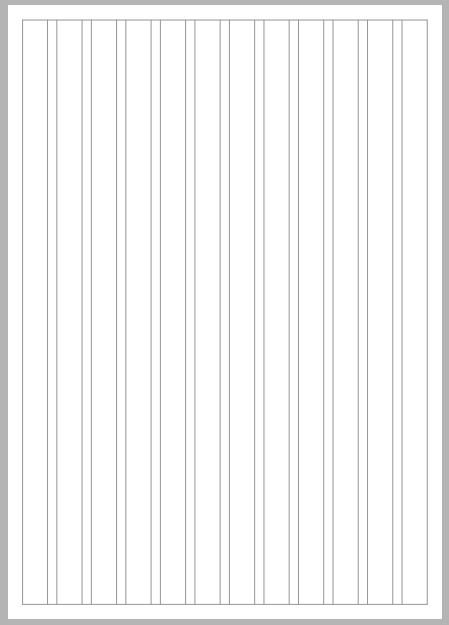
On digital interfaces, margins are only equal on left and right sides with no margins at the top and bottom of the page. See grids and formats in digital section for more details.

**Columns/Column gutter**
For each page, create a set number of columns. For complex layouts, 12 columns is a good starting point as it can be divided by 2, 3 and 4. Depending on the format, these numbers may need to be adjusted.

The column gutter is the space between columns. For standard A4 documents, 5.5mm gutters are optimal. For digital layouts, such as presentation documents or social media publications, slightly larger gutters will be needed to ensure a comfortable reading experience.

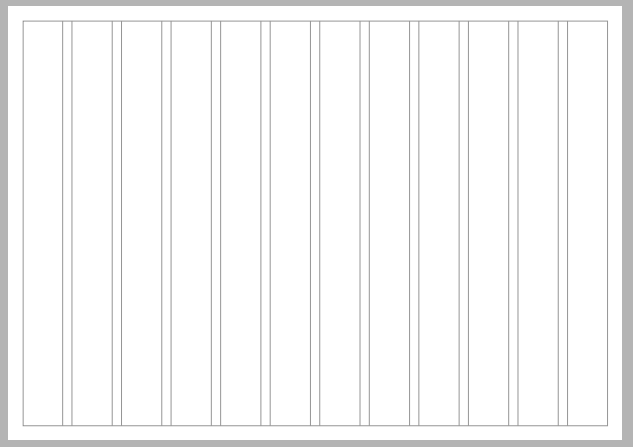
A4 portrait
210 × 297 mm

12-column grid
7 mm margins
5.5 mm gutters



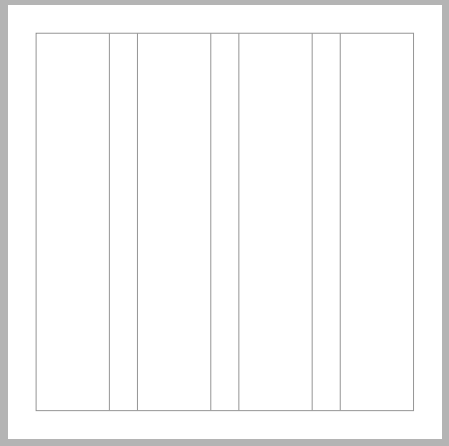
A4 Landcape
297 × 210 mm

12-column grid
7 mm margins
5.5 mm gutters



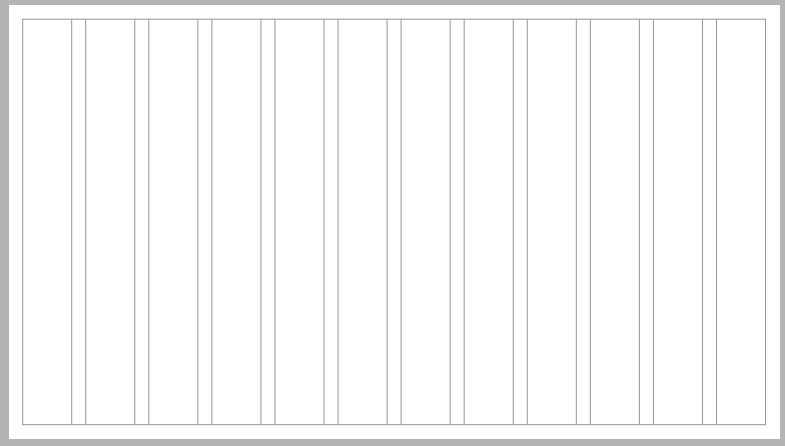
Instagram post
1080 × 1080 px

4-column grid
70 px margins
70 px gutters



Presentation document
1920 × 1080 px

12-column grid
35 px margins
35 px gutters



# DIGITAL GRIDS AND FORMATS

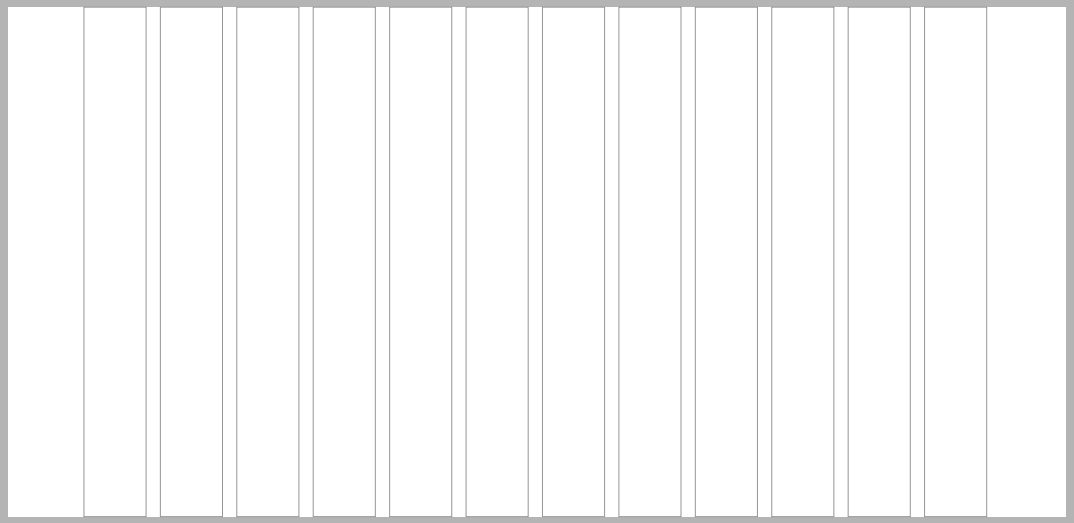
Digital interfaces are designed to a 8px grid, designing to multiples of 8. This applies within components as well as the overall page.

We design for and accomodate 4 page sizes for digital.

Margins are only applied to the left and right of the page, not the top and bottom.

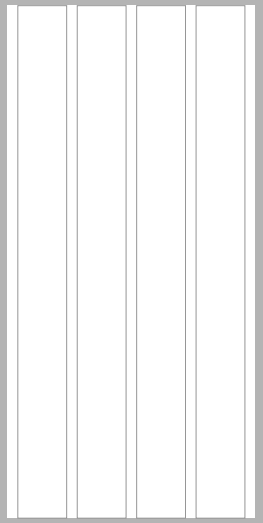
Extra Large
1600 px wide

12-column grid
104 px margins
24 px gutters



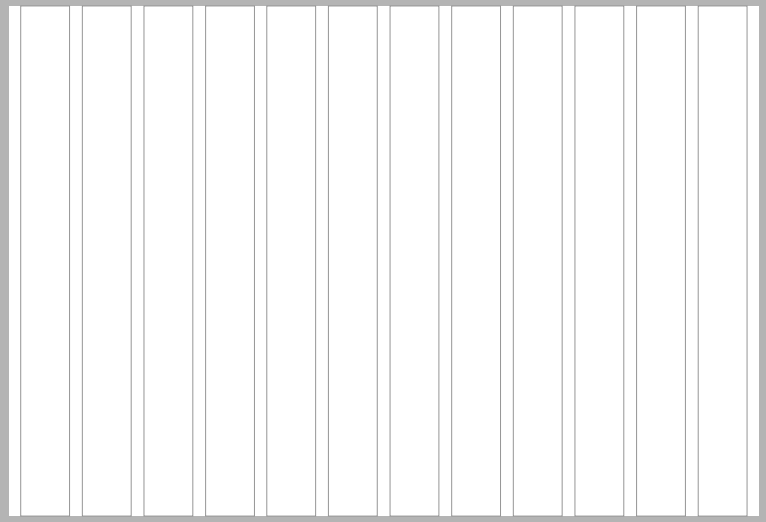
Small
375 px wide

4-column grid
16 px margins
16 px gutters



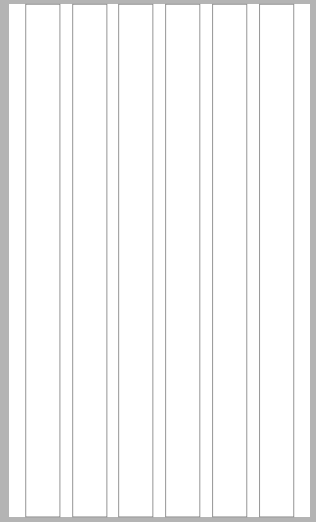
Large
1025 px wide

12-column grid
24 px margins
24 px gutters



Medium
577 px wide

6-column grid
32 px margins
24 px gutters



# RINGS AND ALIGNMENT

Just like in the logo system, the size of the rings will impact the size of typography in all Olympic layouts. The size of the rings should align with text line heights — most often one, two or three lines of type.

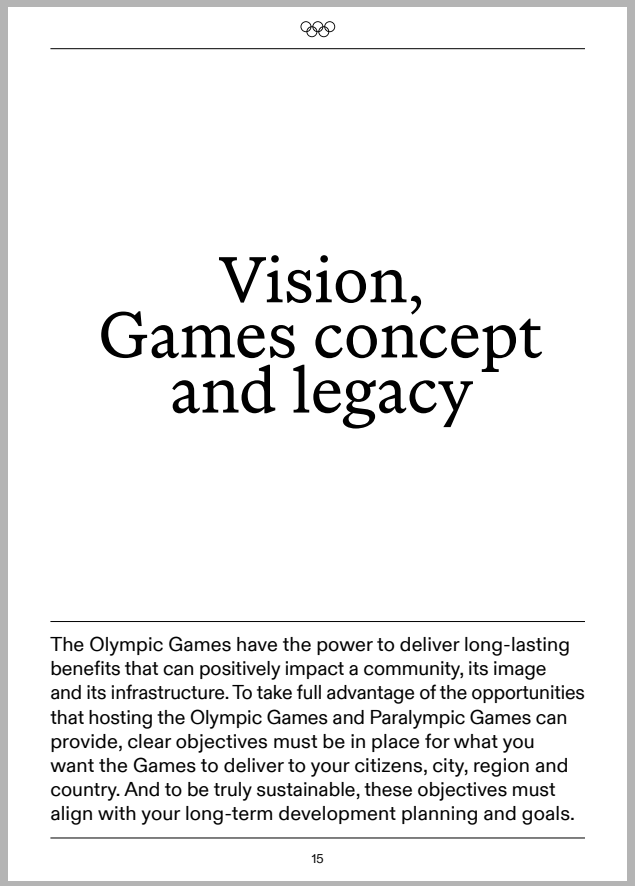
On digital interfaces, the logo should centrally align with the navigation element rather than the text height.

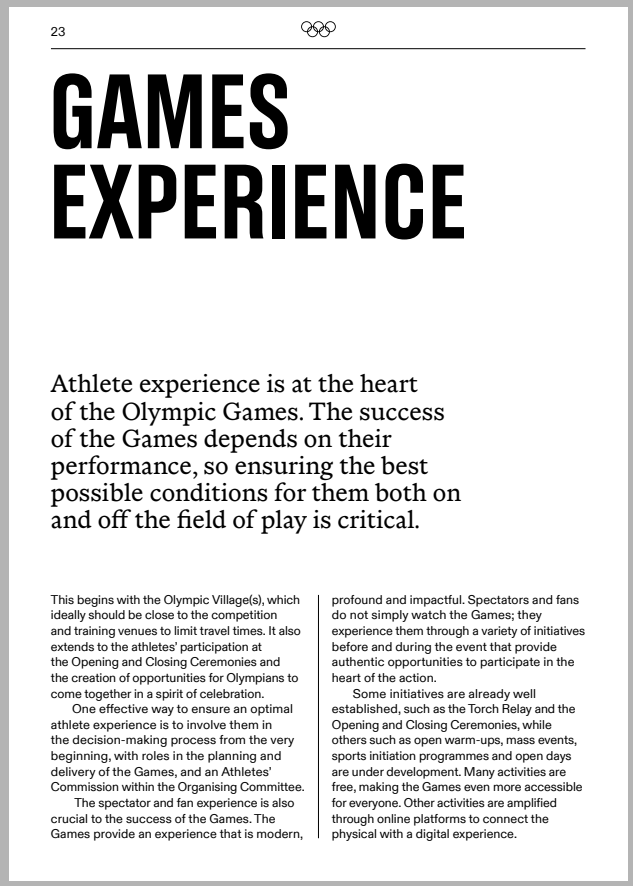
# FINE LINES

Lines are used to organise information and subdivide layouts. They reinforce the grid and are an essential part of the Olympic brand. They can be placed vertically or horizontally and should be contained within the grid. They should never extend past the margins of a layout.

**Size**
Most commonly used at 0.3pt (like the line on the left of this text block), thin lines may be optically adjusted to best suit a particular application. They should never be thicker than the body text weight.

**Colour**
Lines are most commonly used in black. They can also be white when used on a darker background, or a 50% tint of black when black is too stark. Colour is permitted in very few cases, most notably in digital and only as an accect along side text, never as a devider.


Vision,
Games concept
and legacy
The Olympic Games have the power to deliver long-lasting benefits that can positively impact a community, its image and its infrastructure. To take full advantage of the opportunities that hosting the Olympic Games and Paralympic Games can provide, clear objectives must be in place for what you want the Games to deliver to your citizens, city, region and country. And to be truly sustainable, these objectives must align with your long-term development planning and goals.
15


23
GAMES
EXPERIENCE
Athlete experience is at the heart of the Olympic Games. The success of the Games depends on their performance, so ensuring the best possible conditions for them both on and off the field of play is critical.
This begins with the Olympic Village(s), which ideally should be close to the competition and training venues to limit travel times. It also extends to the athletes' participation at the Opening and Closing Ceremonies and the creation of opportunities for Olympians to come together in a spirit of celebration.
One effective way to ensure an optimal athlete experience is to involve them in the decision-making process from the very beginning, with roles in the planning and delivery of the Games, and an Athletes' Commission within the Organising Committee.
The spectator and fan experience is also crucial to the success of the Games. The Games provide an experience that is modern, profound and impactful. Spectators and fans do not simply watch the Games; they experience them through a variety of initiatives before and during the event that provide authentic opportunities to participate in the heart of the action.
Some initiatives are already well established, such as the Torch Relay and the Opening and Closing Ceremonies, while others such as open warm-ups, mass events, sports initiation programmes and open days are under development. Many activities are free, making the Games even more accessible for everyone. Other activities are amplified through online platforms to connect the physical with a digital experience.

OLYMPIC RESULTS
OLYMPIC RESULTS
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Eget sit amet tellus cras adipiscing enim eu turpis egestas.
SALT LAKE CITY 2002
BEIJING 2008
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas varius orci elit, at finibus purus euismod nec. Aenean consequat risus condimentum, porta risus sit amet, pharetra ipsum.
EVENT
SPORT
RESULT
Extra long name of evetn goes in here
Vollyball
1 Gold XX.XXX
Extra long name of evetn goes in here
Vollyball
1 Gold XX.XXX
Extra long name of evetn goes in here
Vollyball
1 Gold XX.XXX

# A4 PORTRAIT LAYOUTS

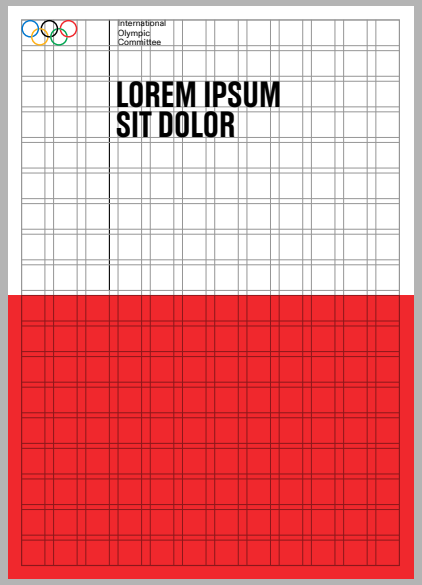
A4 portrait is the official format for printed publications. Here are a few layout options.

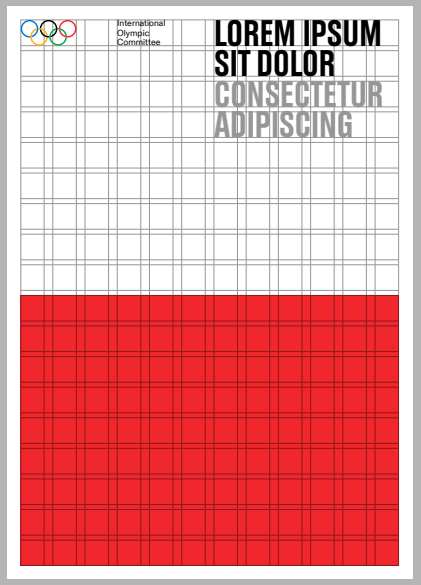
Note how the underlying grid keeps all the typographic elements in proportion with one another, using the Olympic rings as the base measure for all those proportions.

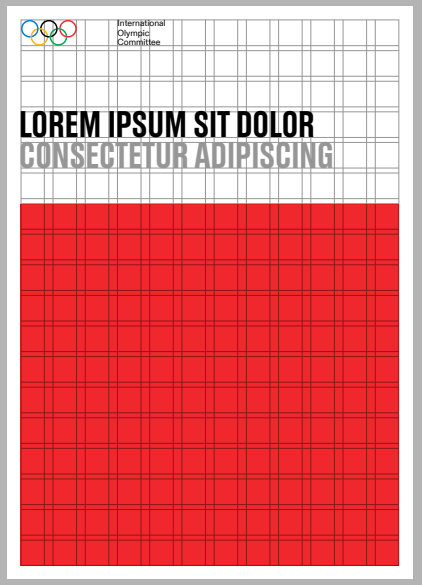
For further guidance and template files, please refer to the IOC Publication Guidelines.

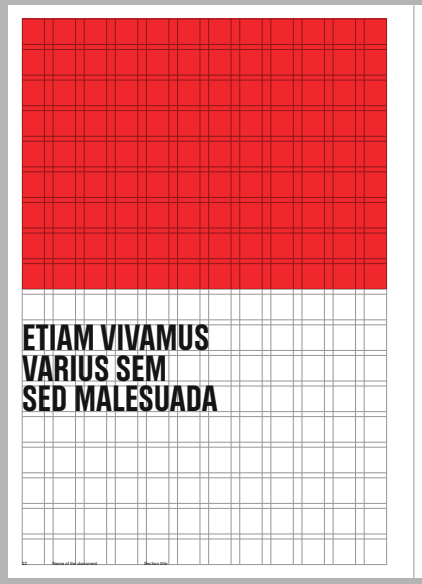
**Covers**
Margins: 7mm
Number of columns: 12
Column gutter width: 5.5mm

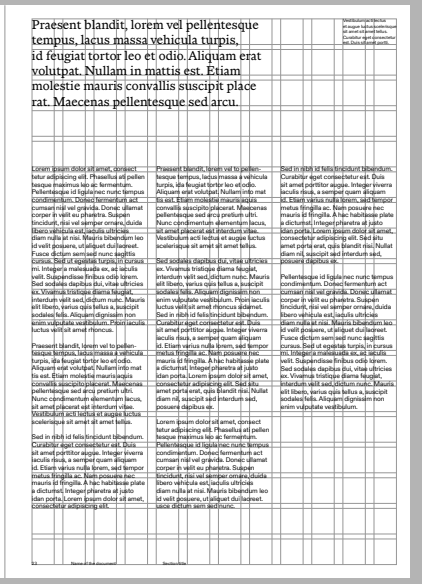
**Inside facing pages**
Top, bottom and outside margins: 7mm
Inside margins: 14mm
Number of columns: 12
Column gutter width: 5.5mm



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# A4 LANDSCAPE LAYOUTS

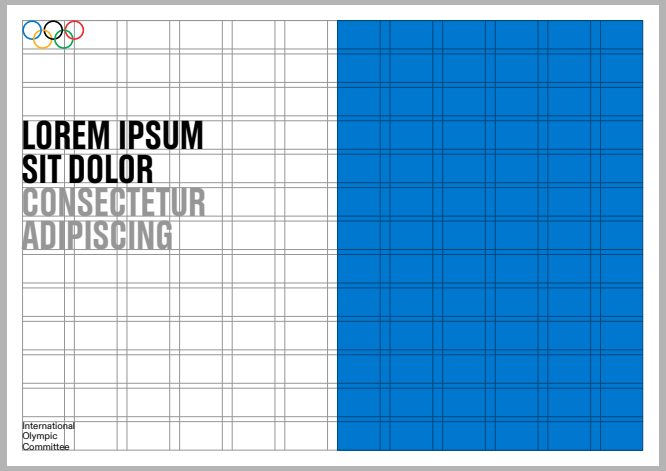
A4 landscape is the official format for on-screen publications, as the horizontal format is optimal for a good desktop reading experience. This format is single page only. It does not allow for facing pages. Here are a few layout options.

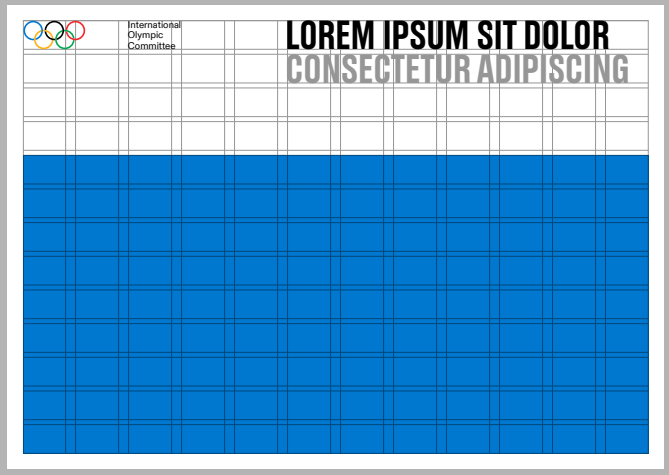
Note how the underlying grid keeps all the typographic elements in proportion with one another, using the Olympic rings as the base measure for all those proportions.

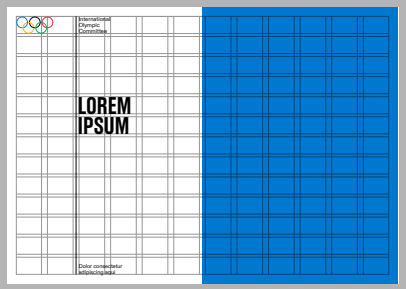
For further guidance and template files, please refer to the IOC Publication Guidelines.

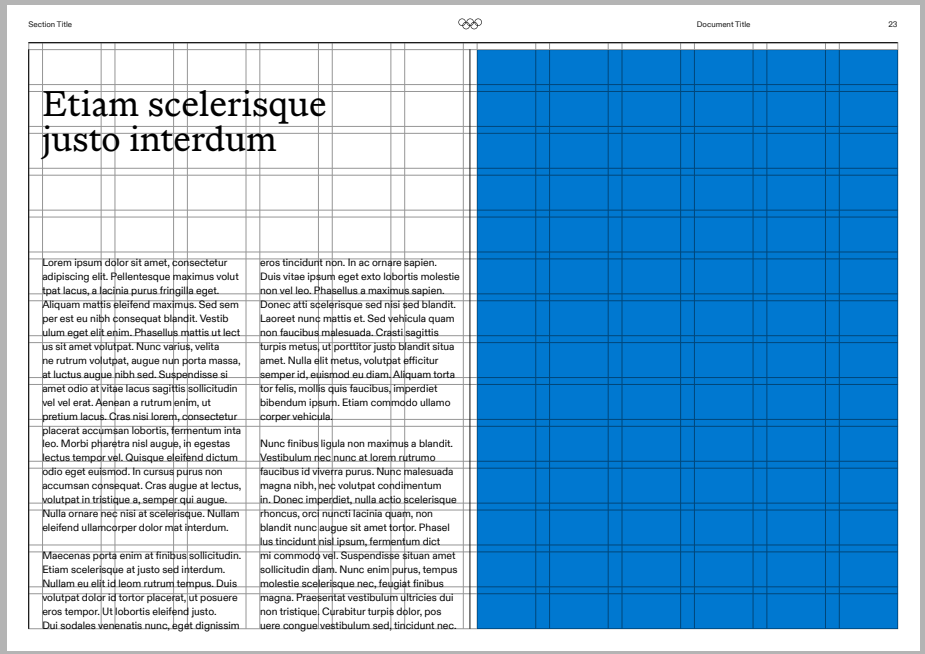
**Covers**
Margins: 7mm
Number of columns: 12
Column gutter width: 4.5mm

**Inside pages**
Inside layouts use the same metrics as the cover, but an additional gutter is added on the left and at the top of the document. These are used to add space between the content and the lines surrounding the layout.




Section Title
Document Title
23
Etiam scelerisque justo interdum
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# DISPLAY LAYOUTS

To reduce complexity and maximise impact in extreme size layouts, images should be full bleed.

Note how the underlying grid keeps the typographic elements in proportion with the Olympic rings.

In most instances, headline type should be left-aligned and locked to an edge of the grid, with the rings locked to a corner of the grid.

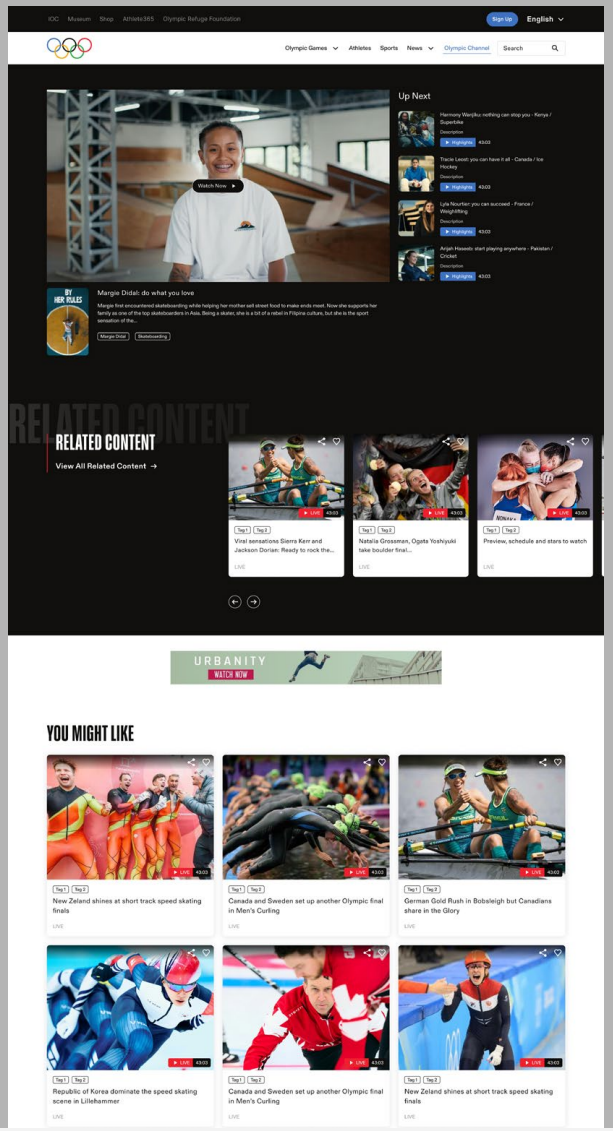
THE TAGLINE GOES HERE
THE TAGLINE GOES HERE
THE TAGLINE GOES HERE
THE TAGLINE GOES HERE
THE TAGLINE GOES HERE
HERE GOES THE TITLE
THE TAGLINE GOES HERE

# DIGITAL LAYOUTS

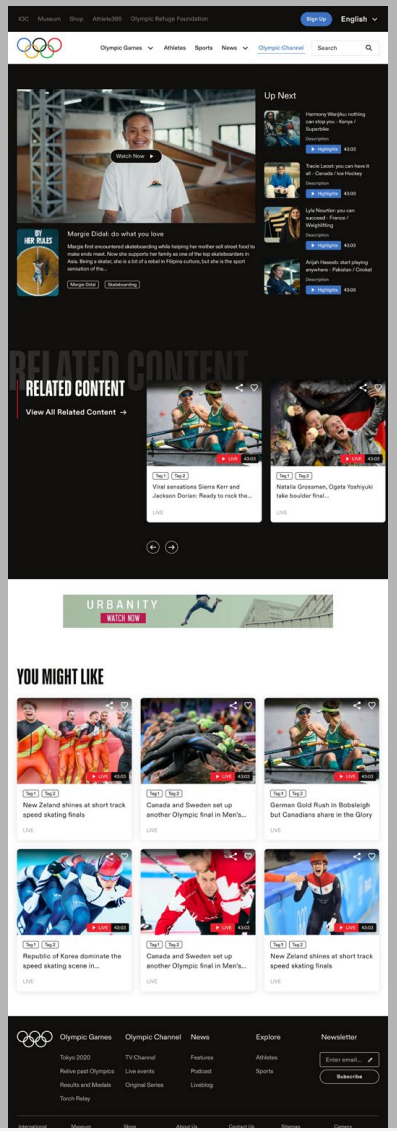
Digital layouts conform to the grids that are used for the respective screen sizes. Each page can be treated as different sections stacked on top of one another.

For the sections that require greater emphasis, images can be full bleed, breaking the grid.

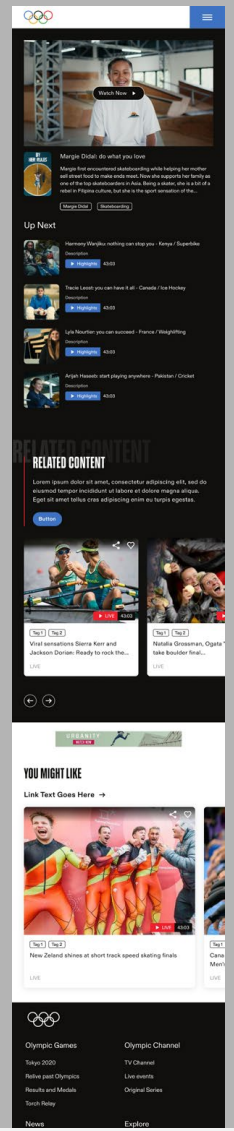
Extra Large
1600 px wide



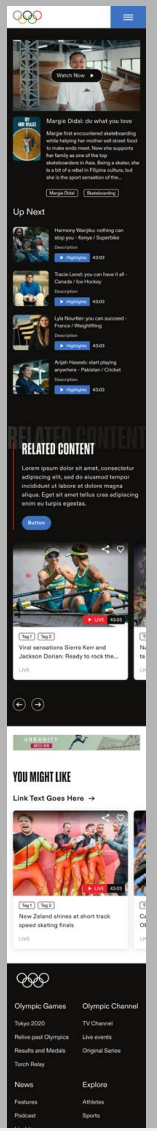

Large
1025 px wide




Medium
577 px wide




Small
375 px wide



# SPACING IN DIGITAL

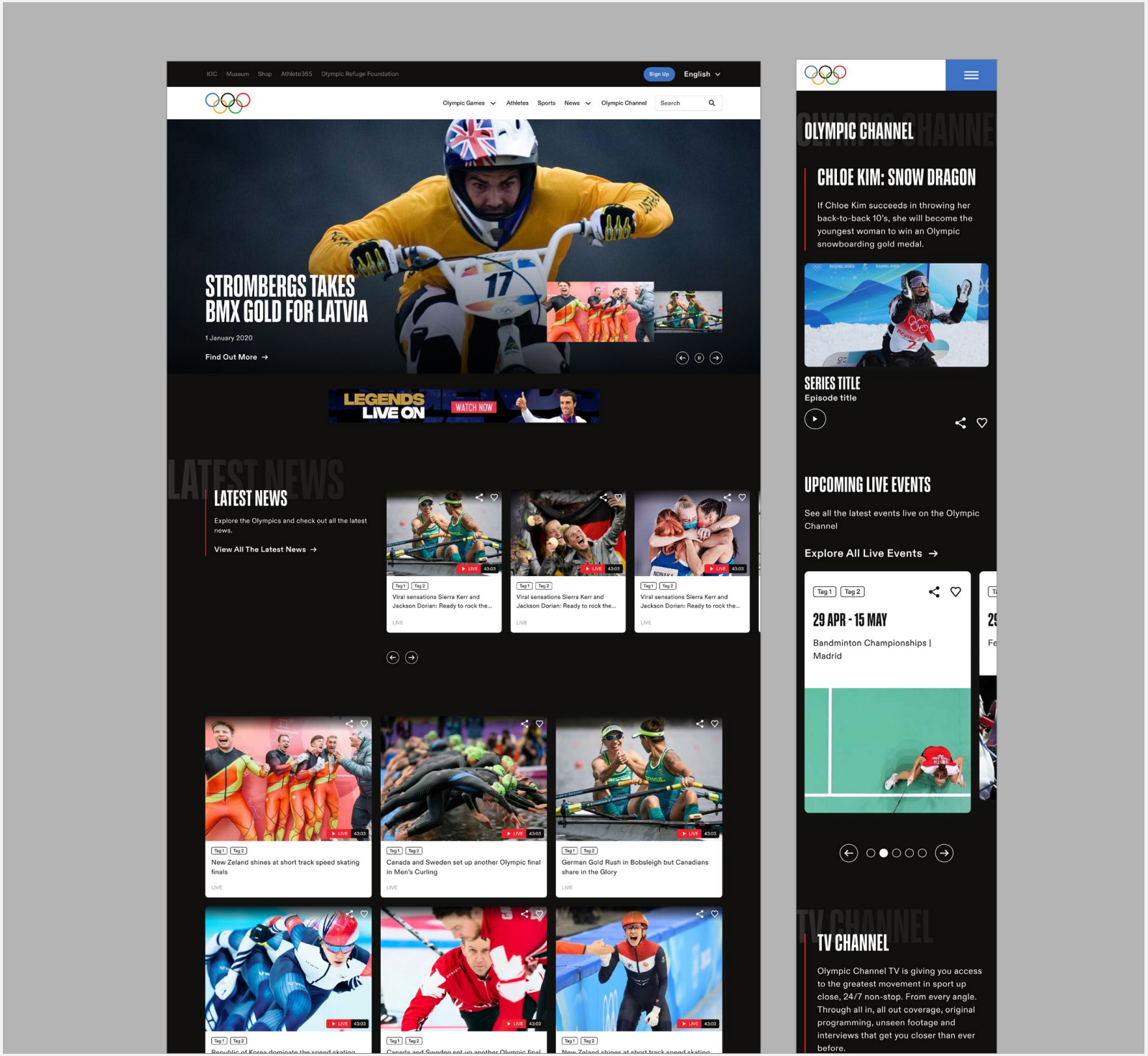
Content should be associated by proximity, avoiding large areas of whitespace.

Care should be taken to make sure enough content is visible per viewport so users do not need to scroll excessively.

**For headings**
Bring headings closer to the content they relate to so they are associated by proximity. Leave an adequate gap above headings to separate them from the previous content.

**For tables**
The height of tables should be contained so several items are visible in one viewport. The number of items visible in a table viewport should be 5 to 9 given working memory capacity.

*Reference : The Magical Number Seven, Plus or Minus Two (George A. Miller)*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1 January 2020
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New Zeland shines at short track speed skating finals
Canada and Sweden set up another Olympic final in Men's Curling
German Gold Rush in Bobsleigh but Canadians share in the Glory
OLYMPIC CHANNEL
CHLOE KIM: SNOW DRAGON
If Chloe Kim succeeds in throwing her back-to-back 10's, she will become the youngest woman to win an Olympic snowboarding gold medal.
SERIES TITLE
Episode title
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See all the latest events live on the Olympic Channel
Explore All Live Events →
29 APR - 15 MAY
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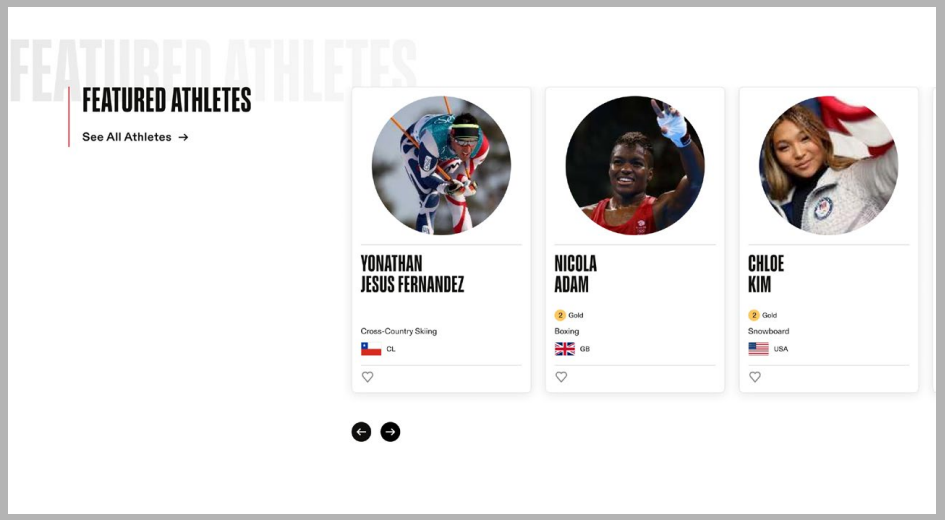
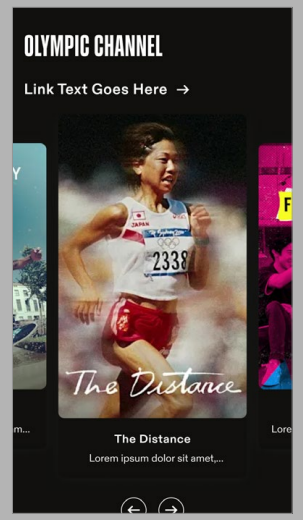
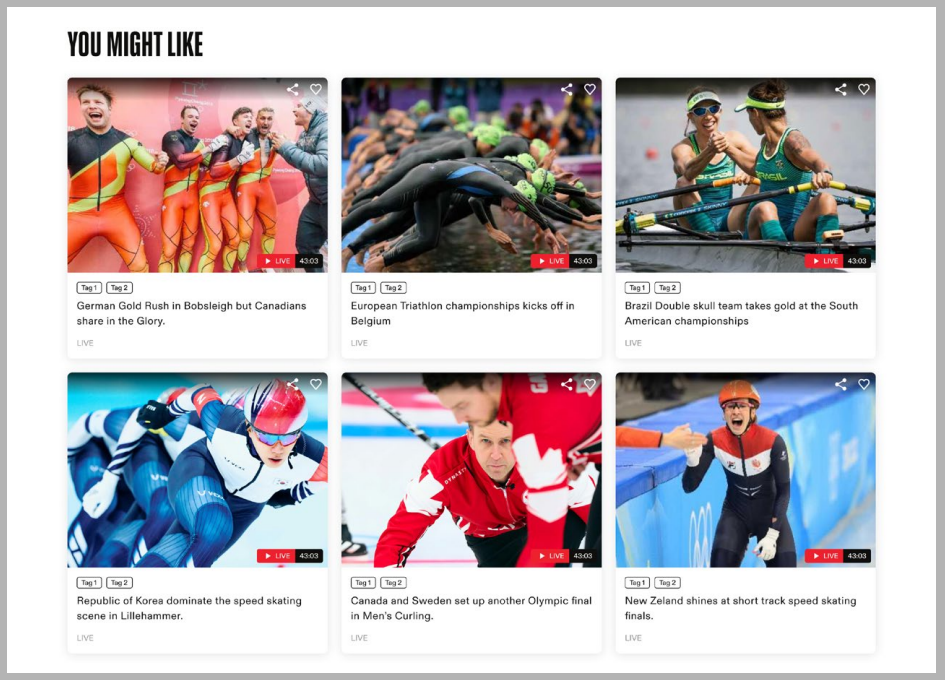
# LAYERING DIGITAL COMPONENTS

Use elevation such as shadows and skrim to show layering in digital environments.





YOU MIGHT LIKE
Tag 1
Tag 2
German Gold Rush in Bobsleigh but Canadians share in the Glory.
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LIVE
Brazil Double skull team takes gold at the South American championships
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LIVE
Canada and Sweden set up another Olympic final in Men's Curling.
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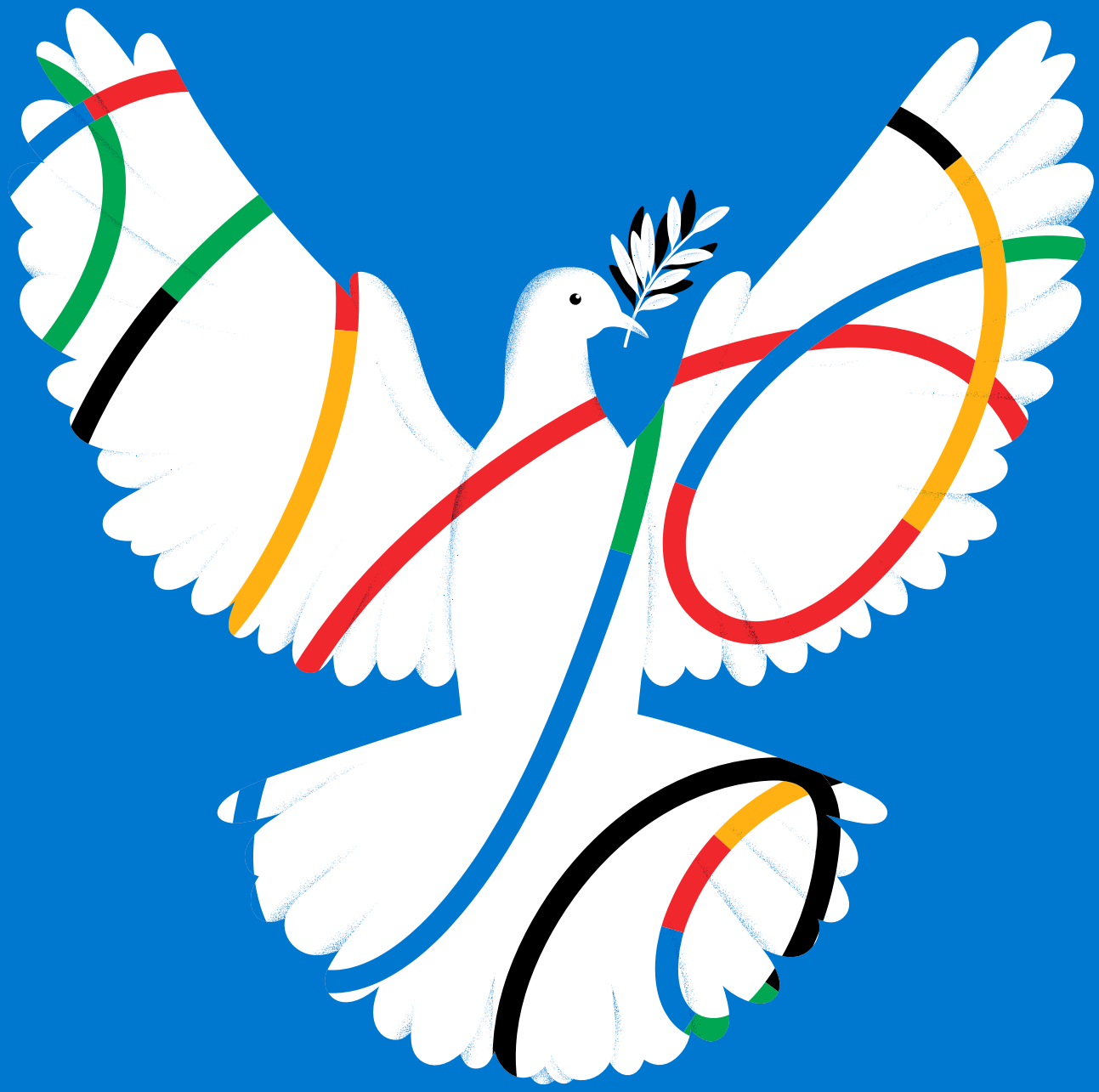
New Zeland shines at short track speed skating finals.
LIVE

# CONTACT & ADDITIONAL INFORMATION

For further information, please contact your IOC key contact person or the Brand Management team for assistance. We also recommend you visit the Olympic Brand Centre to download brand assets, guidelines and learn more about the Olympic brand.



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